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BROADCASTING

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NOVEMBER 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

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Nov. 1 39

Yesterday... November, 1920, broadcasting began with **KDKA.**

Today... November, 1939, **KDKA** begins another Era with a complete **NEW TRANSMITTER PLANT,** ***most modern in the world*** ... located only nine miles from Pittsburgh's Golden Triangle. **SIGNAL STRENGTH INCREASE** ... ***over eight times*** ... throughout the Metropolitan Airea.

Tomorrow... and all the Tomorrows to come, **KDKA** will continue to be **THE FIRST STATION.**

WESTINGHOUSE
KDKA

50,000 WATTS · 980 KILOCYCLES
"The Only Master Key to The Master Market"
PROGRAMMED BY
NATIONAL BROADCASTING CO.

T BUY

For Advertisers

• Just as listeners in the Denver-Rocky Mountain area are offered their choice of some fifty items for sale on KLZ's weekly "Tonight's Best Buy" program, so do advertisers in this market have their choice of several stations for product exploitation.

But to the vast majority of sponsors, both local and national, KLZ remains *everyday's best buy*. White King Soap Company has found the reason on more than one occasion.

Checking up on March 15, 1939, White King saw KLZ in seventh place among fifty-six stations on its list in mail count. Again, on June 12, KLZ stood third among fifty stations in low inquiry cost. In both instances KLZ outstripped the other Denver major station, despite the fact it carried three announcements a week to the other station's five.

KLZ gets the listeners of the Denver-Rocky Mountain region through a careful attention to its local program structure plus a generous sprinkling of star-studded CBS network productions. KLZ, too, has a market that inspires merchandising drama . . . a market comprising 78% of the entire state of Colorado, made up of a listening audience that embraces 80% of the most thickly populated area of the state.

Best Buys for Listeners

Through a White King Soap Company sponsored classified advertising page of the air, KLZ listeners each Saturday night are invited to offer for sale "Tonight's Best Buys." A battery of six special operators is required to tabulate the listings for this 15-minute show which has been renewed twice since the original contract.

HE'S EARNING GOOD WAGES!

THE trend is UP in New England. For the first nine months of 1939 . . .

Wool Consumption UP 50%
Cotton Consumption UP 30%
Shoe Production UP 5%

New England's skilled workers have always earned good wages. The new minimum wage law in effect last month insures textile and hosiery workers increased and adequate earnings.

The 18 Yankee Network stations have loyal acceptance and complete coverage in this responsive, able-to-buy market. Use this two-fold advantage to increase YOUR sales.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THE *Must* STATION IN A *Must* MARKET

A market containing 1,292,454 families with $2,214,269,000 to spend can't be omitted from any national sales program . . .

For effective distribution of your advertising message in this rich area you must have WHAS, the radio station that gives maximum broadcasting power PLUS listener reception with the LEAST INTERFERENCE.

50,000 WATTS

820

ON THE DIAL

WHAS

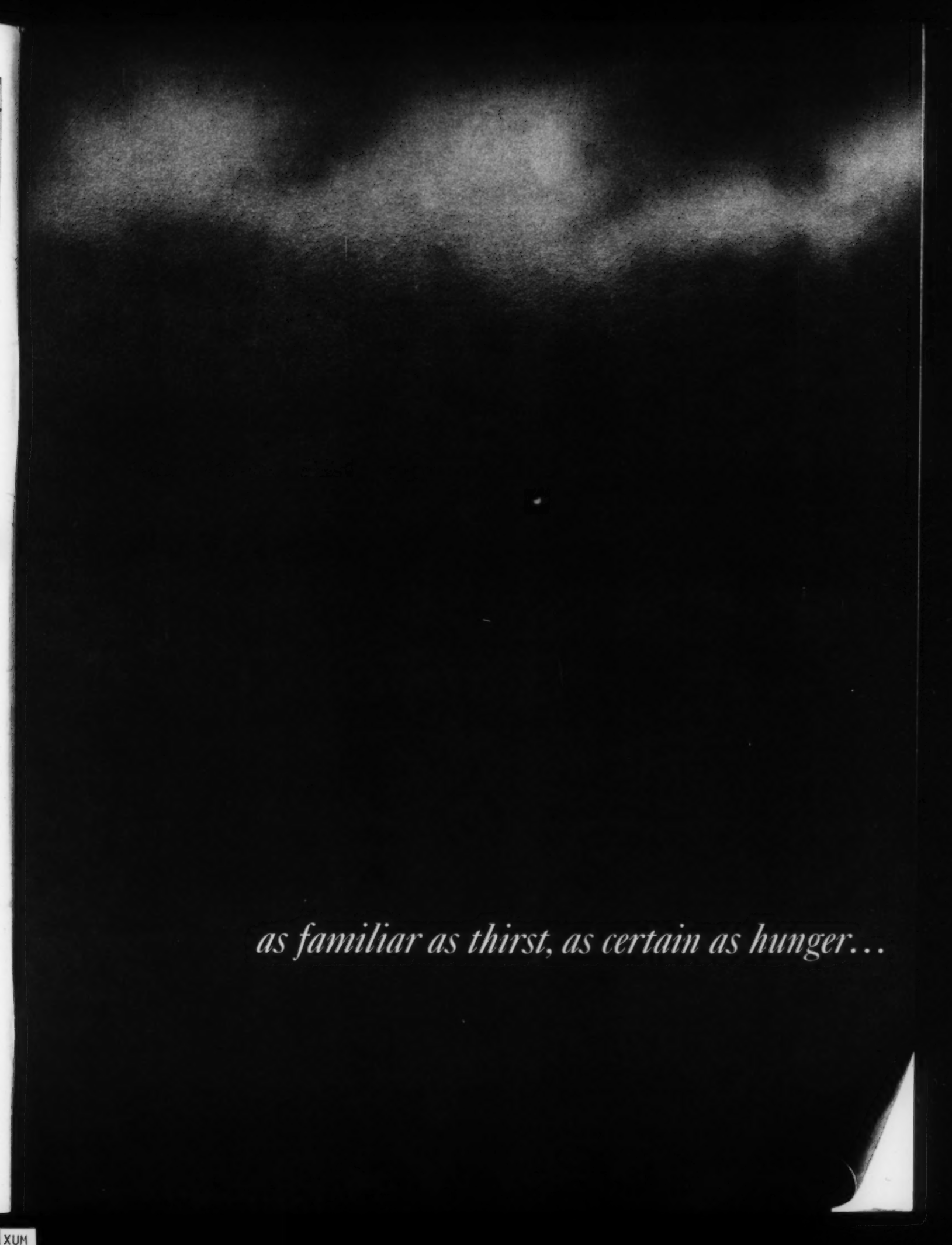
EDWARD PETRY & CO.

National Representatives

•

Owned and Operated by

THE COURIER-JOURNAL • THE LOUISVILLE TIMES


as familiar as thirst, as certain as hunger...

From this inborn

human pattern...

as familiar as thirst, as certain as hunger,
comes the enormous leverage that
radio adds to a selling message

People *together* are more intensely moved than people alone.

People laugh more when they're together... respond more when they're together... are influenced more when they're together... than when they're alone. That's why people together are sold so much more successfully than people alone.

And people listen to radio together.

Here you have one of the deep roots of radio's success; one of the brilliant inks with which radio writes the accomplishments of its clients. People hear the radio sales message together... respond to it together ... talk about it *then and there* (given the slightest peg to hang it on).

Nowhere else does an advertiser get this *simultaneous* impact on the family... this immediate and stepped-up response to his message. Nowhere else does the advertiser start so many conversations, so many sales, so quickly, so surely, as in radio. Because people listen *together.*

Columbia Broadcasting System

Radio's unique ability to reach a roomful of people at the same time is but one of a dozen fundamental encouragements radio gives to advertising copy. We'll be glad to submit the others, at your convenience. They, far more than the vast size of audience delivered to radio clients, explain the advertising history of the past decade. Write to 485 Madison Ave., N.Y.

WHAT DO YOU EXPECT OF A TRANSCRIPTION TURNTABLE ?

HIGH QUALITY REPRODUCTION?

The Presto 62-A table is equipped with a newly developed lateral pickup reproducing a range from 50 to 8000 cycles uniformly and with negligible harmonic distortion. Instead of the usual bass equalizer and high frequency cut-off filter, the new Presto turntable is equipped with an adjustable network that alters the frequency response curve of the pickup to compensate accurately for the individual characteristics of various transcriptions and phonograph records. There is a specific setting of the compensator for each make of transcription commonly used by broadcasting stations, including Presto instantaneous recordings.

CONSTANT SPEED? NO WOWS?

The new Presto 62-A transcription turntable is as steady as the famous Presto recording turntable now giving satisfactory service to over 400 station owners.

NO MECHANICAL VIBRATION?

Place your ear within six inches of the drive mechanism. You'll never know whether it's running or not.

PERMANENT REPRODUCING STYLUS?

The pickup has a highly polished permanent diamond stylus shaped to cause the least wear on commercial pressings or instantaneous recordings. The needle pressure is 1½ ounces, the lightest pressure recommended for practical operating conditions. The pickup head is designed so that you can always see the stylus. There's no groping to find the groove. You can easily remove the stylus if damaged by accident and replace it for a few dollars.

SIMPLICITY? LOW MAINTENANCE COSTS?

The Presto 62-A turntable has only two moving parts. The motor pulley drives directly against a rubber rimmed turntable, a feature exclusive with Presto. Motor and turntable shaft require oiling no oftener than once a year. The life of the rubber rim is indefinite. There are no idler wheels, no gears, no belts, no flexible couplings, nothing to wear out.

GOOD APPEARANCE?

The standard Presto 62-A turntable and mounting cabinet are attractively finished in two tones of gray with chromium trim. Other colors are available at slight additional cost if necessary to match your present control room equipment.

AND THE PRICE?

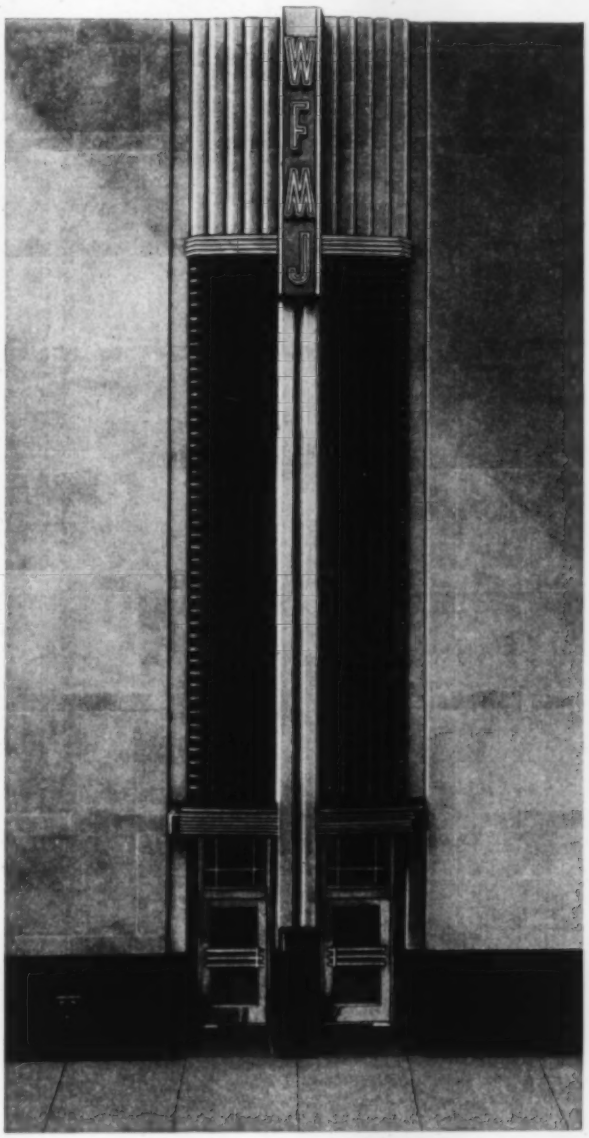
$280.00 net, FOB, New York, N. Y.

ORDER YOUR PRESTO 62-A TURNTABLES DIRECTLY FROM THIS ADVERTISEMENT.

A LIMITED NUMBER ARE READY FOR IMMEDIATE DELIVERY.

PRESTO RECORDING CORPORATION

242 WEST 55TH STREET, NEW YORK, N. Y.



WFMJ

begins operating on unlimited time November 1.

Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising new station.

100 watts
1420 kc.

WFMJ

Youngstown
Ohio

News every hour from The Youngstown Vindicator

Headley-Reed Company, National Representatives

New York • *Chicago* • *Detroit* • *Atlanta*

WAR NEWS

HOW WWJ SERVES ITS LISTENERS

WAR coverage at WWJ has been and continues to be epochal. The far-flung news gathering agencies of one of America's greatest newspapers, The Detroit News, in combination with WWJ's own resources provide listeners with a war news service unsurpassed by any radio station in the country.

Six regularly scheduled news broadcasts daily, (two each by C. C. Bradner, Austin Grant and Charles Arlington of the WWJ staff), have been augmented with broadcasts by Russell Barnes and S. L. A. Marshall, of The Detroit News editorial staff. Mr. Barnes spent many years in Europe as foreign correspondent for The News and Mr. Marshall is an ex-officer of the A.E.F. during the World War, and a close student of European military affairs.

During the days of the crisis immediately preceding and for sometime after the beginning of the war, Mr. Barnes was on duty in the WWJ newsroom *sixteen hours daily*. At the same time Mr. Marshall broadcast his interpretations of the day's military events nightly. WWJ continues to broadcast war news "every hour on the hour," regardless of the revenue loss involved, when there is anything of importance to broadcast.

Such thorough, accurate and complete news coverage is another example of the manner in which WWJ serves its listeners—*another reason why WWJ is first in listener interest in the important Detroit market.*

RUSSELL BARNES
Well-known Detroit News foreign correspondent.

S. L. A. MARSHALL
Ex-army officer and student of European military affairs.

National Representatives
George P. Hollingbery Co.

WWJ

New York; Chicago; San Francisco; Atlanta

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when your programs or spot announcements are on Virginia's **only** 50,000 watt radio station!

Thanks to its strategic location near Richmond, WRVA covers Virginia's most important markets like a blanket. It gives you Richmond **and** Norfolk **and** Portsmouth **and** Suffolk **and** Newport News **and** Petersburg **and** Fredericksburg **and** Charlottesville **and** Williamsburg **and** Hopewell **and** Elizabeth City (N.C.) **and** dozens and dozens of other cities and counties in Virginia and North Carolina.

You can cover this rich market with **one** station—**one** order—**one** cost! So join the leaders now . . . strike up the band . . . and listen to the cash registers ring!

C. T. LUCY, Gen. Mgr.

PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

COLUMBIA & MUTUAL NETWORKS

WRVA 50,000 WATTS

WITHIN THE "GOLDEN HORSESHOE"

Where THE HOUSES THAT JACK BUILT add up to $100,000,000 in 1939

Where building is booming, there too is a prosperous all-round market. The average U.S. increase in residential building during the past year was good—39%. But take a look inside the Golden Horseshoe, that rich market covered by WJR in Detroit and WGAR in Cleveland. An increase of over 100%! During the first 7 months, cities above the 10,000 population mark alone, reported new homes aggregating $50,000,000. More than $100,000,000 will go into home building within our boundaries this year! Which also means extra millions are being spent for more tobacco and toothpaste, more cars and caviar, more of almost everything that's sold. And selling becomes a simple task with these great radio stations to do your job!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 9 WASHINGTON, D. C., NOVEMBER 1, 1939 $3.00 A YEAR—15c A COPY

Fly's Approval Brings New Code Support

By SOL TAISHOFF

FCC Chairman Asks Fair Trial for Pact on Eve of NAB Board Session and Renewal of Coughlin Series

THE NAB self-regulation code, blessed by Chairman James Lawrence Fly in his first radio address since becoming head of the FCC two months ago, and damned by no less a personage than Elliott Roosevelt, the President's son, appears to have acquired the necessary impetus for industry reaffirmation.

With the melodramatic suddenness of an Orson Welles epic, Chairman Fly Oct. 26 told the CBS radio audience —and the industry—that he thought the code was not only consistent with the public interest but should be given a fair chance. Whether timed or not, his comment came just three days before the bulk of the existing station contracts for the Father Charles E. Coughlin broadcasts were due for renewal. It came also as a prelude to the special meeting of the NAB board of directors called for Chicago Nov. 2-3 to deal with code recalcitrants who have disputed the ban on sale of time for broadcasts of controversial issues.

Had Seen the President

The fact that Chairman Fly had visited the White House only two days prior to his sudden decision to accept an invitation to broadcast also appeared significant. At first it was announced the chairman would talk on "Progress of Communications". But when he delivered his address, it was on "current radio problems", with particular emphasis on the code.

It became immediately evident that a number of stations which were debating continuance of the Coughlin series, among others, evidently awaiting the reaction of their colleagues in the same plight, would be disposed to adhere to the Code Compliance Committee's literal interpretations and abandon such commercials. This was not ascribed in the remotest way to duress, but rather to the crystallization of the view that they would be within legal rights by so doing, since the Fly address is interpreted as such an assurance.

"The adoption of the code and its self-imposition by the broadcasters is an example of democracy at work," the chairman stated. "Democracy can hardly mean either in a game or in a form of government that those who have adopted the regulations will abide by them only so long as they serve their own particular interest. Any set of regulations, even when self-imposed, is apt at some point along the line to apply to every particular person who has adopted the regulation. No one particularly enjoys the regulation the moment it restricts his own activity; but still, he should be capable of viewing the over-all benefits which may be derived from a comprehensive and effective set of rules applicable to all alike."

Seen as an indirect dig at Elliott Roosevelt's action was Mr. Fly's observation that he was reminded of the boy, who, understanding the problem, "gets with a group and decides upon the rules of the game which shall be applicable to all concerned. Thereafter, when one of the particular rules has its impact upon his own conduct, and the boy breaks up the game, picks up his playthings and goes home, he is hardly displaying the highest type of sportsmanship."

Not a Common Carrier

In endorsing the code, Chairman Fly said it should be given "a fair opportunity to work". Previously he had alluded to the limited number of channels, which meant that only a few could be accommodated on them. He emphasized that for this reason radio is not a common carrier. The public interest the stations must serve means that the citizen cannot be placed in the attitude of sitting at the loudspeaker "listening to his master's voice". It is the reverse, he pointed out, where it is the "servant who speaks while the master listens".

After these preliminaries, in which he also made clear there should not and cannot be a censorship of radio, Mr. Fly said the really grave issue on controversial questions was whether they shall be limited to those who can buy the time. "Shall this mode of expression be sold to the highest bidder?" he asked. Then he pointed out that the "least freedom exists in those countries today where only limited groups of powerful individuals can utilize the radio waves with absolute freedom".

Mr. Fly's address climaxed a fortnight of controversy, during which Elliott Roosevelt hurled invective at the NAB and on Oct. 25 formally withdrew his KFJZ, Fort

(*Continued from page 72*)

High Spots in Radio Address of FCC Chairman Fly . . .

Following is an abstract of the address of FCC Chairman James Lawrence Fly delivered over a nationwide CBS network Oct. 26, and marking his first appearance on the air:

THE FORWARD march in the art of the radio has presented to us concretely the problem of utilizing this public facility to accomplish the greatest good for the most people. Important issues have thus arisen.

It hardly behooves anyone to speak in a tone of finality, particularly where, as in my own case, the speaker does not have a thorough-going background in the field. It may be suggested that no one with due regard for the gravity of the problem, can set himself before the world as having power promptly and finally to adjudge all the serious problems of radio policy.

By the same token, many of the existing *rules* to govern practices in radio operations cannot be deemed the ultimate guide for the conduct of broadcasting activities. The industry is young; technically, it moves forward from day to day. We all have much to learn. It must be true, therefore, that any rule or set of rules can hardly be deemed unchangeable. At the same time, it does not follow that rules of conduct should not be laid down and generally observed.

Contrary to the notion occasionally expressed that the air is free, only a limited number of channels are available in the entire radio spectrum. On the few stations which may be on the air there is a definite and inelastic limitation of time. There is no way to extend the total time available for all the purposes of that limited number of stations. Over those limited facilities must be crowded the complete performance of the operating stations in terms of education, information and entertainment.

Radio Not Common Carrier

This is the reason the radio is not a common carrier; in the nature of things broadcast facilities cannot be available to the public generally. Only a few can be accommodated.

In contrast to the limited number of individuals who may broadcast, there is the public as a whole who may listen. Obvious is the fact that the essential service being rendered is the service to the radio audience and not the service to those before the microphone. And again, may I suggest that the public interest to be served under the law is primarily the public interest of the millions of citizens. The citizen cannot be placed in the attitude of sitting at the loud speaker listening to his master's voice. In this case the plain fact is that it is the servant who speaks while the master listens.

I do not mean to suggest that there is no room for the private business concern. It can and does carry on the public service as a private business venture and with a view to success as a private enterprise. The whole American system of broadcasting by private concerns is based on the fortunate fact that in general the best public service is the best business. To succeed the listeners must be attracted and held. Thus, the private benefit emerges from an effective public service.

Neither the Congress nor the Commission undertakes to act as a general overlord to the industry. There particularly should not and cannot be a censorship of radio broadcasts. Certainly, the Commission neither asserts nor seeks the power to censor.

It is, of course, important that where the Commission has explicitly exercised a power delegated to it by the Congress, there should be no encroachment in this field by other agencies. At the same time, there is beyond the field presently occupied by Commission regulation, a substantial area where industrial self-regulation should have a fair opportunity to work. There is no reason why self-regulation may not be in the public interest and may not to a certain extent supplement the work of the Government. I want to make clear my own thought that one should not assume in dogmatic fashion the finality of any rule created by the industry. At the same time certain of those rules which have been adopted by the great majority of the industry should be given a fair opportunity to function.

An example of industrial self-regulation in the radio field is the Code adopted by the NAB last July. I shall not endeavor to discuss the Code in detail, but a few significant points may be noted. The Code adopted by a vote of the members of the Association covers six subjects: children's pro-

(*Continued on page 76*)

Rebuke Meted Out to WMCA By FCC for War Broadcasts

Alleged Use of Information Gleaned From Codes Draws Stern Commission Warning

IN THE first action against a broadcast station growing out of war hysteria, the FCC Oct. 25 sharply rebuked WMCA, New York, for its methods in connection with alleged interception and broadcast of secret radio communications, and in effect placed the station on probation insofar as future license renewals are concerned.

Regarded as a stern warning to the industry, the ten-page unanimous opinion in carefully chosen language emphasized the necessity for utmost caution by station managements, not only during times of stress but in day-to-day operations. Strong emphasis was placed upon the "character and responsibility" of station management. The reprimand given WMCA was the stiffest meted out in radio annals short of actual deletion. The Commission said it was unanimously of the opinion that an order of revocation "need not be entered at this time", but added:

"On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly, the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station."

Now Vulnerable

Use of this precise language was interpreted in some quarters as placing the station on probation. It was indicated that the language was a compromise and that certain members of the Commission had sought an even more stringent ruling. In effect, it was held, the FCC served notice on WMCA that should it again become embroiled in an operating controversy, whatever its nature, it will be far more vulnerable than the average station licensee.

In its opinion the FCC reviewed minutely the developments leading up to its "show cause" revocation order issued Sept. 12, WMCA's "legalistic" rejoinder, the testimony adduced at the all-day hearing before the Commission Sept. 27 and the circumstances surrounding WMCA's publication in trade papers of its provocative "scoop" advertisement in which it made the claims of having outstripped both newspapers and stations in war coverage through the use of the intercepted British and German messages [BROADCASTING, Sept. 15, Oct. 1]. It was this advertising copy that launched the FCC action.

The opinion recited that Section 605 of the Communications Act, banning the interception of wireless communications and divulging of their content or substance, is a mandate of Congress and not a regulation of the Commission. It is equally applicable to operators, broadcasters, the press, and the public, the Commission said, pointing out that the right of free speech "cannot be interpreted to include the right freely to publicize private communications." Moreover, it stated the United States and European nations, including Germany and Great Britain, have entered into treaty obligations to endeavor to avoid publication of addressed communications handled over international communications systems.

Newspaper Contract

Only incidental reference was made to the *New York Herald-Tribune's* participation as the source of the newscasts, whereas it had been indicated previously that the FCC might turn over to the Department of Justice for further study and possible prosecution, its participation in the WMCA incident [BROADCASTING, Oct. 1, Oct. 15]. The opinion, however, did bring out that WMCA had entered into a contract with the *Herald-Tribune* for this type of service and that the allegedly intercepted communications were delivered to the station from the newspaper's wireless room.

After quoting the "scoop" ad as published in *Radio Daily* Sept. 6, the FCC said that, if the conduct

(*Continued on page 79*)

Test in Providence

MIRUS LABORATORIES, New York, which recently appointed Moore & Hamm, New York, to handle advertising for Mirus Scalp Cream and Medicated Shampoo is conducting a seven-week test campaign on WPRO, Providence, using weekly one-minute spot announcements for the product. More stations may be added if the test is successful.

Mexican Approval Of Pact Delayed

DESPITE THE lackadaisical attitude of the Mexican Senate, hope has not been abandoned either by the FCC or the State Department that the Havana Treaty governing broadcast allocations on the North American continent will be ratified, in some form or other. Best predictions are that action will occur within 60 days at the latest.

While there have been proposals and counter-proposals regarding reservations to the treaty, some designed to protect border stations and others to permit Mexico eventually to use superpower in the interior of the country, it is felt that approval will be forthcoming. There is also the possibility that rather than outright ratification of the treaty by the Senate, which twice before has declined to give its approval, there may be promulgation via administrative agreement which in a general way would accomplish the same purpose.

Rumors that the treaty had been ratified by the Senate, circulated a fortnight ago, proved inaccurate. The government simply had ratified an inter-American agreement dealing with communications facilities, rather than broadcasting.

Boom in Southern California Claimed As Station and Network Receipts Soar

By DAVID GLICKMAN

CHECK-UP with station sales managers and operators in the Los Angeles area reveals that commercial business has been increasing the past year and Southern California broadcasters have been enjoying a boom. Increases in some instances were gradual, in others sudden, and do not include politicals. New sponsors, it was reported, show a partiality toward spots, time signals, transcribed shows, commentaries and news programs, as well as audience participation broadcasts.

Outstanding increase is that reported by KECA since taking over properties and frequency of KEHE on Aug. 1. New frequency of 780 kc. coupled with intensive promotional and advertising campaign is responsible for the pronounced rise, according to Harrison Holliway, general manager of KFI-KECA. He offers the following figures for the first three months of operation on the new wave length: Increase of 350% for August over the same period last year; increase of 465% for September over that month in 1938 and for October there is an increase of 420%. KECA is the NBC-Blue station in Los Angeles, but figures presented do not include network business.

A Big Year for KFI

KFI, the NBC-Red station, also managed by Mr. Holliway, is enjoying a big year, too, although not quite as spectacular as KECA. Business for the first nine months of 1939 is more than 21% over that of the same period last year. While 1938 saw radio in general take a "summer beating", Mr. Holliway declared that KFI suffered no summer slump this year. The fall increase has been steadier and more pronounced than in 1938, he said.

Another jump in revenue was registered by KMPC, Beverly Hills, Cal., which shows a 42% rise over the same period last year. Peak months were September with a 33⅓% increase and October which showed 38% more than last year. This station has had the "sold out" sign up for the past seven weeks, Leo B. Tyson, general manager, reported in late October. He explained that time has not been available to advertisers on his station during that period and from all indications November and December would also be banner months.

KNX, CBS Hollywood owned and operated station, shows a 27% rise over the same period last year. This, according to KNX executives, does not include the CBS Pacific Network, which made phenomenal increases in business, doing nearly double that of last year.

KHJ, the Don Lee Broadcasting System key station in Los Angeles, is well pleased with a 25% jump in revenue over that of 1938. It reports that peak months were April, July, September and October. The station expects its biggest final quarter with the windup of 1939.

KFWB, owned and operated by Warner Bros., revealed sales 29% over 1938, with September and October hitting a new high and several new accounts set to start in November and December, making the late fall and winter exceptionally bright. KRKD is selling more time with an increase of 20% registered for 1939 so far. KGFJ announced it was doing 15% more business than last year, with KFAC and KFVD coming through with a 10 and 5% increase respectively, the later being a daytime station. KMTR credits its 20% increase in new business to better facilities and reports the rise over last year as steady and gradual.

Checking with KFOX and KGER, both in Long Beach, Cal., revealed that those stations have also had substantial jumps in revenue. Although KFOX did not quote figures, KGER reported an increase of 25% over last year, with no increase in rates. The latter station also pointed out that there were no summer cancellations. KIEV, Glendale, Cal., a daytime station, conservatively estimated its increase as 25% over that of 1938, with a heavy Christmas holiday business schedule signed up.

NEWS FROM FRONT LIKELY FOR RADIO

WAR NEWS via the networks direct from the western war front, to supplement the reports emanating from the European capitals, is considered likely by virtue of representations made by Secretary of State Cordell Hull and American Ambassador William C. Bullitt to the French Government, it was learned Oct. 26.

Word was received by Secretary Hull from Ambassador Bullitt Oct. 26 that the French Ministry of Information was taking up the matter of placing radio on a parity with the press in war reporting with the French high command Ambassador Bullitt said there was every likelihood of success.

Because French broadcasting has not reached standards equivalent to those in this country, the French Ministry originally was not disposed to grant the American networks the same privileges as foreign correspondents. Harry C. Butcher, CBS vice-president, originally took the matter up with Mr. Bullitt via the State Department and authority was forthcoming for only NBC and CBS to dispatch correspondents to the front. This was with the understanding that MBS also would be protected. Secretary Hull, however, pursued the matter with the result that dispensation is now considered virtually assured for all three networks.

While details have not yet been forthcoming, it is hardly expected that actual pickups will be made from the front but that the network commentators will wire their dispatches to Paris and London from the Maginot Line.

DUE to the war, the British Broadcasting Corp. has merged its *World-Radio* into *Radio Times*, the latter continuing to be issued weekly. The privately owned weekly *Wireless World* of London has become a monthly, and will for the duration issue on the 20th of each month.

Appeals Reopen Record License Case

Paul Whiteman, RCA & WNEW Seek Review Of Decision

By BRUCE ROBERTSON

APPEALS from the decree of Federal District Judge Vincent L. Leibell in the case of RCA versus Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc., have been taken by three of the four principals, reopening the question of the rights of phonograph record manufacturers and recording artists to control or restrict the use of these records on the air.

Hearing of the argument by the U. S. Circuit Court of Appeals, expected to be set before the end of the year and possibly before the end of the month, will find the decision of the lower court awarding to RCA the right to license stations to broadcast its phonograph records opposed by the NAB, representing WNEW, and the National Association of Performing Artists, representing Whiteman.

Right to License

The two associations are interested in the case because the decisions handed down here may be used as a precedent for other decisions affecting all stations and performing artists. Elin Inc., sponsor of the broadcasts on which the records in question were played, did not enter a defense during the earlier suit and has not taken an appeal. Pending the decision of the appellate court, RCA will stand on its rights to license as granted by the lower court and will proceed to issue licenses to stations on Dec. 1 as previously planned. Company had originally announced Oct. 1 as the licensing date, but postponed it for two months at the request of the NAB.

Appeal on behalf of Whiteman was filed Oct. 20 by Maurice J. Speiser, general counsel of NAPA, who also handled Whiteman's defense in the earlier trial. David Mackay, attorney who presented RCA's case in the lower court, filed the appeal for that company on Oct. 23. Crawford & Sprague, New York law firm appointed by NAB to handle WNEW's appeal, filed their petition on Oct. 25.

While WNEW chose to make no defense during the earlier suit, Stuart Sprague appeared for the NAB and filed a brief as amicus curiae, presenting the broadcasting industry's views. There is a possibility that the WNEW appeal will be challenged by opposing attorneys, on the ground that it was filed after the termination of the 90-day period allowed for appeals following the lower court's decision.

Effect of Ruling

WNEW is appealing from all parts of Judge Leibell's decision affecting the station, which he found guilty of unfair competition in broadcasting RCA's recordings of Whiteman's orchestra without permission. On the strength of this finding Judge Leibell issued injunctions restraining the station from broadcasting these records without RCA's consent and from broadcasting the records made under Whiteman's third contract with RCA, in which Whiteman expressly reserved the right to control their use in broadcasting, without Whiteman's consent as well.

Station is expected to argue that there is no common-law property right present and that even if there were such a right it is lost by the public sale of records, which is tantamount to publication. Station will also question the finding that there was unfair competition as not being shown by testimony.

NAPA's appeal, on the other hand, will leave undisturbed the court's rulings on the interpretative rights of performing artists and their rights to control or prohibit illegal use of their records. The Whiteman appeal is limited to the three Whiteman contracts with RCA which were the basis of the previous case, asking for an interpretation of them by the Federal Appellate Court. "While these contracts, strictly speaking, affect Mr. Whiteman alone," writes Fred Waring, NAPA president, in announcing the appeal, "their clarification will be of interest and value to all perfoming artists throughout the country."

Contract Clause

In his decision, printed in full in BROADCASTING, Aug. 1, Judge Leibell quotes from the first Whiteman contract with RCA the following clause:

> Mr. Whiteman, for himself and by authority and on behalf of the orchestra and each and all of the members thereof, hereby grants to the Victor Company the right, at any and all times during the period of this agreement and thereafter, to manufacture, advertise and license or sell, and any and all these rights and powers, in all parts of the world, records of the performances of the orchestra of selections of which approved master records have been heretofore made or shall hereafter be made including the right to produce and reproduce the recorded performances of the orchestra by any and all mechanical, electrical or other means for disseminating or transmitting the same, and grants the further right to make use of his name and of the name of his orchestra in connection with the manufacture, with the advertisement and with the license or sale of such records and in any and every way in connection with sound reproduction and transmission and likewise grants all rights and equities of himself and of the orchestra and of each of its members in and to the matrices and records upon which are at any time reproduced the performances herein referred to.

The second contract was a verbal agreement to continue under the same general terms of the first contract, including this clause. Judge Leibell then states:

> "Complaint concedes that defendant Whiteman, because of his unique interpretations of musical selections, had a common law property right in his renditions. Under the first and second contracts of April 30, 1924 and September 8, 1931, Whiteman could not assert these rights, in the case of the former because he had in very definite terms passed all rights to the plaintiff and in the latter instance verbally by a general reaffirmation. In each instance he failed to reserve any rights to himself."

And further:

> Granting that the artist, Mr. Whiteman, has a common law property right in and to his unique interpretation of musical selections it follows that he had the power to bargain away this right. This he did in his 1924 contract with RCA's predecessor.

NAPA's argument before the Appellate Court is expected to follow the line of thought that Justice Leibell erred in linking RCA's physical property right in its matrices and pressings with the intangible right of Whiteman in his interpretations. Granting that Whiteman assigned to RCA all rights in these physical properties, NAPA will maintain that Whiteman is still entitled to protection against the "unfair competition" on the part of WNEW in playing his records which Judge Leibell stated was the "main basis for enjoining" the station.

Since some such clause as the one quoted is contained in nearly all contracts between recording companies and performing artists, the adjudication of these points is of interest to all artists making phonograph records, and therefore of all NAPA members. The third Whiteman contract, in which he expressly reserves the right to limit the use of his records on the air, is an exceptional contract.

RCA's appeal, taken Oct. 23, seeks primarily to clarify its rights as a manufacturer of phonograph records, which the court described as a "civil right of a pecuniary nature". During the trial, RCA submitted evidence to show that its part in recording the Whiteman interpretation and rendition constituted an "artistic and intellectual contribution" to the finished recording, which would give RCA a common-law property right in what went on the record. "I am of the opinion that it did not," said Judge Leibell. "None of the efforts of RCA were directed towards perfecting Whiteman's artistic interpretation of the musical composition, but all were directed towards 'capturing' for the matrix or master record his unique interpretations."

RCA also will claim that the lower court was in error in granting affirmative relief to Whiteman by enjoining WNEW from competing unfairly with Whiteman and from violating his common-law property right by broadcasting any of the records made under his third contract with RCA without his consent. Whiteman did not ask for such relief in his answer to RCA's complaint, but made his request for an injunction only after the station had examined the complaint and answer and had decided not to make a defense and after all the evidence had been presented. RCA protested at the time, but Judge Leibell granted Whiteman's request, a decision which RCA will ask the Appellate Court to overrule.

Would Intervene

Meanwhile, a number of major music publishers are considering asking the court for permision to intervene in the proceedings. On Oct. 12, Harry Fox, agent and trustee, wrote to all stations advising them that these publishers have not authorized RCA's licensing pro-

(Continued on page 71)

Drawn for BROADCASTING by Sid Hix

"Now We'll Catch It! We Forgot to Get Signoff Permission From the FCC!"

WANT THEIR RADIO
Public Would Rather Give Up Movies, Survey Shows

ALMOST 80% of the cross-section of Americans covered in *Fortune* magazine's regular surveys would prefer giving up the movies rather than radio if given a choice between one or the other, according to a public opinion survey on the movies published in the November *Fortune*. Asked the question, "If you had to give up either going to the movies or listening to the radio, which one would you give up?", 79.3% of the persons interviewed said they would give up the movies, only 13.9% said they would be willing to give up radio. The remaining 6.8% would make no choice.

Commenting on the results further, *Fortune* stated, "Among the breakdowns it appears that not a single group of people, by class or occupation, or age or sex, votes less than 70% for giving up the movies rather than the radio. So our real hero may be Charlie McCarthy rather than Spencer Tracy, our true love Gracie Allen."

RECONSIDERING its action of May 16, denying the application of F. W. Meyer, manager of KLZ, Denver, for a new full time local station on 1310 kc., the FCC Oct. 24 designated the application for oral argument to be held Nov. 9.

Farms Need Clears, Says Rep. Sweeney

Makes Own Rural Study; Plans Legislation At Next Session

THE OPENING gun in a new onslaught in favor of superpower was sounded in Congress Oct. 26 when Rep. Martin L. Sweeney (D-Ohio) placed in the record the results of a 14-State postcard survey designed to show that rural listeners are overwhelmingly in favor of clear channels and high power.

A comprehensive breakdown of the postcard replies, based on a 10% return received from a 25,000 card mailing, was presented by the Congressman for the record. It showed generally that in all the States covered the rural listeners preferred clear channel outlets. Mr. Sweeney asserted that the results appeared to coincide largely with those received by the FCC in its postcard surveys of 1935 and 1937 when WLW ranked first and WLS second. Rep. Sweeney indicated that he had in mind introduction of legislation, probably at the next session, to assure protection of clear channels and pave the way for licensing of superpower stations in the interests of rural listeners.

The postcard survey employed the same questions used by the FCC in its rural surveys made in conjunction with its investigation of the superpower issue. Rural listeners were asked to indicate their first four choices of stations for both day and night reception. The percentages, according to Rep. Sweeney, were overwhelmingly in favor of clear channel outlets.

Criticizes Commission

Mr. Sweeney said he made his survey in an effort to show that the FCC action last May in denying clear chanels additional power to meet the demands of rural listeners was "arbitrary, unwarranted and capricious". He said the decision was against the weight of all social and economic evidence.

The postcards were sent to rural route box-holders in Louisiana, Kentucky, Michigan, Florida, Virginia, Kansas, Missouri, West Virginia, Alabama, North Carolina, Mississippi, Ohio, Indiana and Arkansas. In addition to asking for the first four stations of their choice, the listeners were also asked to comment in a general way on broadcasting.

"The survey card which I sent out was almost an exact duplicate of the one sent out by the Commission in 1935 and again in 1937", said Mr. Sweeney, "and bears out exactly what I said on the floor of this House on May 16 when I made the statement that rural America stands condemned to the 'tongueless silence of the dreamless dusk'."

Rep. Sweeney said the results showed the clear channel stations which now have the greatest amount of power are almost alone in the preference of rural listeners. These listeners, he asserted, not only are anxious "but demand power that will put them on a par with their metropolitan brothers in the matter of radio reception."

Many of the cards came back

REP. MARTIN L. SWEENEY

with the notation to restore the power of "the" Ohio station (WLW). He did not mention WLW by call letter. He added that the survey showed that WLW in its experimental operation was able to furnish good radio reception to the rural areas, a condition that cannot now be approached since the station was "arbitrarily reduced from 500 kw. to 50 kw. power last March".

Urging the FCC to probe the superpower question a little further, Mr. Sweeney said he felt certain it would then reach the "unalterable conclusion that the only answer to reception parity in radio is power." He added that, since WLW's reduction in power, many of the rural listeners, especially in the South and Southwest, have been left without service except that furnished by XERA (Brinkley) and other Mexican stations. This is not surprising, he said, since listeners naturally turn to get any reception they could when deprived of good signals from domestic stations. "They were forced to pick up a wildcat operator selling goat glands and any such like commodity," he said.

Depend on Clears

How long American listeners will have to depend upon Mexican stations is a matter for the FCC and its new Chairman to decide, the Congressman asserted. He said XERA is reported to be using an output of 800,000 watts effective power while regulations in the United States limit stations to one-sixteenth of that amount.

In placing into the record the breakdown of the postcard survey, Mr. Sweeney said it would be noted that rural listeners "cannot get service from local and regional stations despite the fact that there are hosts and hosts of these local and regional stations in the States where this survey was made".

"The rural listeners in these areas, therefore, must necessarily depend upon the signal he gets from the clear channel group of stations," he said. "In many instances this signal isn't even strong enough to give him service because of the edict of the FCC, which says in effect 'you can't increase your power above 50 kw. despite the fact we know there are hundreds of thousands of people in the United States who do not get satisfactory radio reception and must turn to the reception afforded by the questionable operators of other nations'."

Mr. Sweeney did not prepare a composite analysis of the returns from the 14 States. Nor did he attempt to identify the regional and local stations which might have been listed on the returns, restricting his analysis to clear channel stations only. On each State sheet, however, he gave percentages for each of the four choice classifications for "all other class stations", along with a total figure.

Top-Ranking Stations

The top-ranking clear channel stations by States, shown only as to "first choice" selections, based on the returns from the rural route box-holders, were listed as follows:

In West Virginia WLW ranked first choice with 57.8% of the "first preference" replies. Then came KDKA with 17.1, WSM 8.5, WBT 3.8, WLS 2.8.

In Mississippi, WWL was first with 34.6%, WLW second with 25.7, WSM third with 12.1, WLS fourth with 5.6.

The results in Indiana listed WLW with 48, WLS 23, WGN 10, WHAS 6.9.

The Ohio breakdown showed WLW with 63%, WJR 13.1, WTAM, 11.8, KDKA 4.7.

Florida gave WLW 54% as the "first preference", WSB 16.3, WSM and WWL 10.8.

Alabama voted WSM 32.3%, WSB 26.7, WLW 23.4, WWL 8.9.

In Missouri, it was KMOX with 21%, WHO 17.3, WLW 14.8, WSM 11.1, WLS 8.6.

Arkansas gave WSM 29.2%, WLW 25.2, KMOX 15.5, WOAI 11.7, WLS 5.8.

Kentucky was listed as WLW 45.6%, WHAS 28.5, WSM 17, WLS 3.

Louisiana gave WWL 54.1%, WLW 17.6, WOAI 9.4, WSM 7, KMOX 3.6.

Michigan listed WJR with 50.6%, WLS 15.5, WLW and WMAQ 11.4, WGN 5.9.

In Kansas, KOA was given 44.1%, WFAA-WBAP 15.8, WLW 12.5, WOAI 6.2, WSM 3.2, WHO, WLS and KSL 3.1.

Virginia was listed with 38.6% for WLW, WSM 17.4, WBT 13.7, WJZ 8.7, WOR 5. (Why no mention was made of WRVA, Richmond 50,000-watter, could not be ascertained.)

In North Carolina, WBT was listed first with 42.3%, WLW 17.5, WSM 14.5, WEAF 9.8, WSB 5.7.

Flemex Launches Series

PUREPAC Corp., New York, on Oct. 22 and 23 started a campaign for a group of its Flemex products (cough syrup) using seven spot announcements weekly on New York stations WMCA, WHN and WINS, and on WAAT, Jersey City. Also started was five times weekly participations in the *Zeke Manners* program on WNEW, New York. Later expansion of the campaign to the Yankee Network is planned, according to Klinger Adv., New York, agency in charge.

Radio News High In Reader Choice

Ranking Is Shown in Survey Of Newspaper Subscribers

A "MASTER COPY" of the *Akron Beacon Journal* for July 27, 1939, showing the percentage of men and women readers of each editorial item and advertisement, has just been released to advertisers and agencies by the Advertising Research Foundation of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, as the first unit in "The Continuing Study of Newspaper Reading".

Study, which is financed by the Bureau of Advertising of the American Newspaper Publishers Assn., is based on the premise that "a more effective use of the press for advertising purposes might result from a more definite knowledge of newspaper reading habits." In other words, the "continuing study" will attempt to analyze the reading habits of newspaper buyers in much the same way as the Cooperative Analysis of Broadcasting analyzes the listening habits of the radio audience.

Read Radio News

Method is first to select a representative cross section of the paper's circulation among adults; next to interview each individual on a fresh copy of the newspaper for the preceding day, covering every news item and every advertisement on each page, asking "Did you happen to read anything on this page?" and "Did you happen to read this story or this advertisement?", everything actually read is checked; the results are tabulated, with separate percentages for men and women, and a master copy is prepared. In presenting the first unit to the advertising press, Foundation spokesmen stressed the word "continuing" and pointed out that general conclusions can be drawn only from an accumulated series of studies and not any single study.

Without violating this warning, it is interesting to note that the radio column was read by 19% of the men and 28% of the women, the "Tonight's Radio" highlight box by 21% of the men and 30% of the women, and the Radio Time Table of program listings by 45% of both men and women. A breakdown of the paper's general editorial features shows these program listings the second most read feature among men, passed only by the weather report on the front page, and the fourth most popular among women, following weather, "City Life," calendar of social events, and the death notices.

Series of studies will be issued at the rate of two or three monthly from now on and will be sent without charge to members of the ANA, AAAA, and the ANPA's Bureau of Advertising. Others may obtain these studies for a subscription price of $200 a year.

Big Local Contract

WCPO, Cincinnati, has signed what it believes is the largest block of time ever contracted by a local station in one day on a full-year basis. Two sponsors bought the time, Butter-Nut Bread contracting for 988 quarters and Clyffside Brewing Co. for 1,352 quarter-hours, a total of 2,340.

THE last word in broadcast equipment will go into operation Nov. 4 when KDKA, Pittsburgh, dedicates its brand new 50,000-watt transmitting plant in suburban Allison Park. The modern motif is seen in the modulator unit (upper left), with Westinghouse installation engineer, George Saviers, working on the air-cooled tube. Equipment is housed in the new transmitter building (center). At right a technician works on a new Westinghouse development, the automatic tube-changing relay for use in failure of rectifier tubes. A pushbutton operates the device. Located on one of Allegheny County's highest spots, 1,200 feet above sea level, the 718-foot regular broadcast tower later will support a high-frequency aerial.

Gala Program for KDKA Anniversary

19th Year to Be Marked By Debut of New Transmitter

By J. FRANK BEATTY

KDKA, Westinghouse-owned and NBC-operated 50,000-watt station in Pittsburgh, will take the air Nov. 4 from its new transmitting station at suburban Allison Park. To celebrate the event the station plans an anniversary party which promises to be one of the most spectacular dedications ever conducted by a single station.

A signal described as over eight times stronger will greet KDKA's listeners that day, just 19 years and two days after it had broadcast its pioneer program from a 100-watt transmitter.

Joining in the festivities as the guests of General Manager Sherman D. Gregory will be a hundred radio executives, time buyers and trade figures who will be brought from all over the country, with KDKA supplying all transportation and entertainment. The guests will go to Pittsburgh in special roomette cars and will be feted for two days.

"KDKA Day"

In Pittsburgh and Allegheny county Nov. 4 will be "KDKA Day" by virtue of proclamations by Mayor Cornelius D. Scully, of Pittsburgh, and the county commissioners of Allegheny county. Both paid official tribute to the "benefits of radio broadcasting" and declared KDKA's debut Nov. 2, 1920, the actual date of birth, marked an important event in history.

Along with the main two-day program, KDKA will stage a preliminary two-day festival along Hollywood lines in connection with the world premiere of the RKO film "Allegheny Uprising", based on historical events in the Pittsburgh area. A troupe of screen stars headed by Claire Trevor, star of the picture, will take part in the program.

A 10-minute sketch from the film will be broadcast by Miss Trevor Nov. 3 over KDKA and NBC-Blue network. Supporting roles will be taken by KDKA players, with the Maurice Spitalny 22-piece staff orchestra, P. J. Wolfson, producer of the picture, and Mayor Scully participating.

Miss Trevor will visit the new transmitter Nov. 2 for photographs. A scene will be staged at the transmitter site, with an Indian sending a message by smoke signals, uniting the oldest and newest means of communication.

Technical Innovations

All modern technical features and a number of brand new ones are found in the new transmitting station. Among them are radio air conditioning, duplicate controls for three transmitters and a push-button relay device banishing interruptions from rectifier tube failure.

The two-day program for KDKA's guests includes a greeting at the station by the Carnegie Tech Kiltie Band. Breakfast will follow at the Schenley Hotel where Mayor Cornelius D. Scully of Pittsburgh will present the formal greeting, along with presidents of Senior and Junior Chambers of Commerce. Pittsburgh agency men and newspaper publishers will join in the welcome.

Following breakfast, guests will be taken to the KDKA studios in the Grant Bldg., which will be decorated in holiday splendor. A tour through the studios and a movie of KDKA activities will fill the time until lunch at the famous Duquesne Club. In the afternoon the party will be taken in buses, with police escort, to the Allison Park transmitter, 8½ miles away, where the formal dedication takes place.

Capsule speeches will feature the dedicatory ceremonies, with speakers including Lenox R. Lohr, NBC president; Samuel Harden Church, president of Carnegie Institute; George H. Bucher, president of Westinghouse, and H. S. Wherrett, president of Pittsburgh Plate Glass Co.

Climax of the ceremony will be the sealing of a Crystal Case containing recordings of American leaders who predict what the world will be like in 1959 when the case is opened. A rag paper edition of BROADCASTING, along with other magazines and newspapers, will be sealed in the case, as well as a guest log, KDKA day book, typical scripts and program recordings, and microfilm photographs of books, magazines and newspapers.

The dedication will be recorded by KDKA for broadcast later in the day. A rest will be taken after the ceremony at Hotel Schenley, with dinner at the Field Club.

Sunday Schedule

Sunday's program includes choice of breakfast in bed or a hunt breakfast. Opening formal event will be a visit to the Edgar Thompson steel works, with dinner at historic Hyeholde Inn up the Ohio. A night view of the Pittsburgh panorama will be offered from the hills of Mount Washington. Later at Carnegie Music Hall a one-hour broadcast will be staged in honor of the guests, to be carried on 65 NBC-Blue stations. KDKA artists will appear with stage and screen luminaries. Closing the two-day party will be a meeting of talent and guests after the broadcast, guests then going to the Schenley Hotel for luggage and a trip to the station.

The new transmitting plant adjoins a 718-foot antenna designed ultimately to carry short wave programs of WPIT (formerly W8XK) now operating at Saxonburg, and to be equipped for experimental shortwave programs radiated from a pickaback antenna atop the main tower.

The Technical Plant

Reaching an elevation of 1,900 feet above sea level, the tip of the tower has been equipped with a 36-inch rotating aviation beacon mounted on a 60-foot tower. Eventually a superimposed cross-arm aerial is to carry the high-frequency signals by which engineers expect to study noise-free line-of-sight emanations.

Duplicate controls are provided for each of these transmitters, so that an operator in the glass-enclosed master control room can supervise all three programs.

A radio air conditioning method, developed by Westinghouse engineers and claimed to be placed in use for the first time, will cool transmitter tubes and heat the building. It supplants the conventional practice of circulating streams of water around the tubes and carrying off heat from the

(*Continued on page 75*)

THE CRYSTAL CASE
KDKA Glass Container to Be Opened in 1959

TWENTY years from now the world will know whether it is all it should be, when the "Crystal Case of Tomorrow", hermetically sealed at the KDKA 19th anniversary festivities Nov. 4-5, will be opened. The Crystal Case will contain predictions by business, civic and industrial leaders, whose ideas of what the next score of years will bring are to be opened in 1959.

Among other historical documents, the Crystal Case will contain a rag paper edition of the Nov. 1, 1939 BROADCASTING and other publications; 15 transcriptions carrying the prognostications; typical day book of KDKA; guest log of those attending the ceremonies; microfilm photographs of typical radio scripts and articles describing the event, with complete photographic diary.

The case is built of three-ply plate, laminated document glass three-fourths of an inch thick. The face is 3 x 4 feet, shatterproof, and filters ultra-violet rays due to high lead content.

IRNA and AFM Will Confer On Renewing Musician Pacts

Session in New York on Nov. 2 Will Take Up Terms of Contracts; Board to Meet

OPENING of conversations with the American Federation of Musicians looking toward revision, extension or renewal of contracts for employment of musicians by the broadcasting industry, is scheduled Nov. 2 in New York by the executive committee of Independent Radio Network Affiliates and the International Executive Board of AFM.

With the present "Schedule A" expiring on Jan. 17 for network affiliated stations, the IRNA board, at the call of Chairman Samuel R. Rosenbaum, president of WFIL, Philadelphia, convenes in New York Nov. 1 preparatory to its meeting with AFM. Contracts of non-network independent stations with AFM locals, following closely the terms of the network affiliate agreement, expire in September.

To Meet Other Groups

The IRNA executive committee, after holding its preliminary session, will meet with the labor experts of the major networks. These include Mark Woods, NBC vice-president; Lawrence W. Lowman, CBS operations vice-president, and T. C. Streibert, vice-president of WOR-MBS. Under the existing contracts, the networks share in defraying the cost of hiring musicians for stations, based on a stabilization fund through which they contribute to payments made by affiliates.

The IRNA executive committee also will meet with a group representing National Independent Broadcasters Inc., headed by former Federal Radio Commissioner Harold A. Lafount, on the same problem. The contract evolved by independent stations differs only slightly from that entered into by the affiliated stations through IRNA.

At the preliminary meeting of the IRNA committee with the AFM board, it is expected that a basis will be reached for conversations and negotiations, whereby a uniform type of employment contact can be developed. Many stations have objected to the present schedule—providing roughly that stations expend approximately 5% of their annual income for retention of staff musicians—on the ground that it imposes an onerous burden. This has been held true particularly in the cases of smaller stations located in communities which do not have qualified musicians. In spite of that, they claim they have been forced to retain mediocre musicians and pay them at the union scale, while not being able to use the men on the air.

The employment contracts were entered into originally by IRNA, which was created for the purpose, when the AFM claimed that unemployment in the ranks of musicians was in a measure attributable to radio. The contracts were for a two-year period and were entered into when a nationwide strike of musicians was threatened.

Joseph L. Miller, NAB labor relations expert is expected to meet with the IRNA executive committee as a consultant in preliminary deliberations. Members of the Committee, in addition to Chairman Rosenbaum, are Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3d, Yankee Network. Paul W. Morency, WTIC, Hartford, vice-chairman of IRNA, also is expected to attend.

Joseph N. Weber, president of AFM, announced that his International Board also would hold a preliminary session Nov. 1 before the joint sessions with the IRNA Executive Committee. Mr. Weber said that radio was not discussed at his board session last week and that his organization had not formulated new demands as yet. The terms of the new contract, he asserted, will be worked out with the IRNA committee on the basis of what seems best for both parties.

Stransky Spots on 12

J. A. STRANSKY MFG. Co., Pukwana, S. D. (gas savers), has started a varying schedule of one-minute spot announcements on 12 Midwestern stations. The campaign will be expanded nationally next fall, according to Vanderbie & Reubens, Chicago agency handling the account.

Socony Sports Plans

SOCONY-VACUUM OIL Co., New York, extensive user of baseball broadcasts, will sponsor only American League games next season and will discontinue broadcasts of New York, Chicago or other major league team games, many of which were sponsored jointly this past season by Socony with General Mills and Procter & Gamble Co. News and sports broadcasts will replace the spring and fall baseball games, according to J. Stirling Getchell, New York, the agency in charge.

Brockington off CBC Board

LEONARD W. BROCKINGTON, K.C., chairman of the board of governors of the Canadian Broadcasting Corp., has retired from that position after three years, his term ending Oct. 31, according to announcement by Prime Minister Mackenzie King. Mr. Brockington will devote his time to his law practice in Winnipeg. As CBC chairman he received $1,500 annually plus travelling expenses. He was the only paid member of the nine-man board.

Broadcast Music Inc. Plans to Start Active Operation After Clearing SEC

WITH ITS plan of organization completed, the new $1,500,000 Broadcast Music Inc., subsidiary of NAB designed to solve the perennial ASCAP problem, hopes to begin active operation as soon as formalities of the organization are cleared through the Securities & Exchange Commission.

At a meeting of the Broadcast Music board scheduled for New York Oct. 31, the organization plan was to be approved in final form, after having been drafted by Sydney M. Kaye, NAB special counsel on copyright. President Neville Miller reported prior to the meeting that response from the industry has been encouraging and that pledges made at the special convention on copyright in Chicago Sept. 15 for the $1,500,000 stock would soon be solicited. It is expected a series of NAB regional meetings, in the 17 districts into which the country is divided, will be arranged for this purpose.

Meanwhile the Broadcast Music board has completed broad operating plans for the new corporation. Mr. Miller also has continued his canvass of available executives in the music field to head the new organization. A dozen prominent individuals in music, it is understood, are among those being actively considered. The actual operating plans of Broadcast Music, Mr. Miller said, obviously will be held in abeyance until the new executive is selected.

On the surface, except for the battle of briefs and arguments continuing in State courts in ASCAP's onslaught against State anti-monopoly laws aimed at it, comparative quiet has reigned in copyright. As far as could be learned, there have been no further negotiations of stations or station groups with ASCAP regarding contract renewals to succeed those which expire at the end of next year.

An indication, however, that ASCAP may be reopening its campaign in the public prints was seen in an editorial published in the *Chicago Daily News* of Oct. 17 castigating the broadcasting industry for its campaign "to deprive songwriters and song publishers of reasonable recompense for the products of their creative talents and industry." Referring to the State litigation, the editorial pointed out that several Federal Courts have granted injunctions against anti-ASCAP statutes in such States as Florida, Tennessee and Nebraska. It predicted that when the issue is brought before the Supreme Court the unconstitutionality of such statutes would be "fully established". The editorial continued:

"Yet even among broadcasters there seems to be a dawning realization of the futility of an effort to nullify Federal copyright laws through State legislatures. Perhaps this explains a movement begun by broadcasters at a recent convention in Chicago.

Foresees Its Doom

"Enthusiastically backed by nearly every radio station in the country, this looks toward the establishment of a radio-controlled rival for ASCAP. Such an organization would eventually give radio power to deal dictitorially with a carefully controlled clique of publish-

(*Continued on page 70*)

ASCAP Disclaims Network Dickering

Chains Also Deny That They Are Negotiating Already

REPORTS THAT the major networks were negotiating extensions of their contracts with ASCAP were formally denied Oct. 25 by John G. Paine, ASCAP general manager. He declared the networks had not approached ASCAP at all. Conversations have been in progress with individual stations and station groups from time to time, it was indicated.

Both NBC and CBS officials also disclaimed any negotiations with ASCAP. It was pointed out, however, that a large number of station affiliate contracts run beyond 1940, when current contracts with ASCAP expire, and that all of these affiliate contracts contain the standard clause requiring the station to have whatever licenses may be necessary to allow it to broadcast copyright material. Moreover, it was ascertained that the networks are continuing conversations with affiliates in a normal way in connection with contract renewals.

Purveyors of Good Will

Meanwhile, it was learned that ASCAP, in an effort to improve its relations with its broadcaster customers, about Jan. 1 will send two "ambassadors" on the road to call on stations. Their aim will be to discover what it is that broadcasters do not like about ASCAP and to attempt to correct whatever the Society considers an erroneous attitude as well as to assist stations in making fullest possible use of the music rights they secure through their payment to ASCAP.

The goodwill ambassadors will be Robert G. Paine, son of General Manager Paine, and Richard Frohlich, son of Louis Frohlich, ASCAP's general counsel.

Communist Refused

ADDRESS scheduled of Oct. 24 by Israel Amter, Communist candidate for the New York City Council, whose name was ruled off the ballot by the Board of Elections, was cancelled by WNEW, New York, about three hours before it was to be broadcast on that station. According to Bernice Judis, general manager of WNEW: "Broadcasts for the Communist Party over WNEW by candidates whose petitions were recently disqualified by the Court of Appeals have been discontinued. Discontinuance of the broadcasts is an effort to abide by the code recently set up by the NAB, of which WNEW is a member station." Mr. Amter protested the action and announced his intention to appeal to the FCC.

Equity and AGMA Shows

NEGOTIATIONS for two variety programs similar to the Screen Actors' Guild productions on CBS and available for separate sponsorship are now being discussed by executives of Actors Equity and the American Guild of Musical Artists. The Equity program will probably be an hour program for a Sunday afternoon period, but no definite plans have been announced. The AGMA show, which is handled through A. & S. Lyons, New York, is offered as an hour or half-hour program, the proceeds of which to go to AGMA's charity fund or to the maintenance of the organization.

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(MAILED EARLY IN 1940)

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Savings Counsel for Oklahoma Folks

Brings Hundreds of New Accounts to Sponsor as Show Proves Success

By JACK E. BARRY

Secretary-Treasurer, Oklahoma City Federal Savings & Loan Assn.

EVERY success story has a few secrets in the background—secrets that determine why a program is a bonanza instead of a dud. This Oklahoma savings institution flirted around quite a bit with radio but wasn't convinced that the money might not be spent in more profitable manner. Ensued, thereupon, a serious study of radio and its causes and effects. The causes were carefully pondered, as were the effects, and the net result was a new radio effort that now is a Southwestern fixture. Mr. Barry, in the center of the campaign, tells here just how it all happens.

NOT LONG AGO the Oklahoma City Federal Savings and Loan Association, received notification from the U. S. League of Building and Loan Associations, that our radio program *The Home Folks Counselor* had been selected as ". . . the most constructive and resultful radio effort by any savings and loan association in the entire United States for the year 1938."

It was a high honor and deeply appreciated, not only because of the added prestige and publicity it brought to our organization, but because it publicly bore out our sustained belief that with proper programming, proper station selection, intelligent showmanship plus correct merchandising timing and talent, radio *will* pay big dividends.

We had no idea that our five-minute program, *The Home Folks Counselor*, was headed for national honors. However we did know that it was both producing profitable results for us and at the same time rendering a distinct public service.

Finding a Solution

Our success didn't "just happen." To those readers who receive the impression that perhaps that statement is a trifle conceited, let me say that the Oklahoma City Federal Savings and Loan Association had used radio for a long time without impressive results before the *Home Folks Counselor* idea was evolved. Mistakes and shortcomings of other radio trials were, by paradox, very valuable.

We had tried "spots," a weekly quarter-hour talent show, a half-hour musical show on Sundays. None clicked. Not because of copy or of shoddy talent because we had the best writers, the best musical talent that money could buy in the whole Southwest.

We had obtained results too, but not in the proportion to money we were spending in other media.

Early in 1937 it became evident that some close analytical work was imperative if we were to continue in radio. We knew something was wrong. Our problem was to hunt down and eliminate that something.

We were positively satisfied WKY had the audience we wanted to reach.

Saving this fact, we threw overboard all other factors and started from scratch. Our appeal, we decided, should be to the persons who handle the average family's purse strings. That was easy. The age-old answer was right . . . "women." National surveys corroborated our own finding that morning time, preferably late morning, was the best for housewives reaction.

Our own surveys again tallied with national surveys in indicating that "news" was the favorite listening program of all listeners. For two reasons we eliminated the news idea. First, we did not feel it was a vehicle quite in keeping with our message; second, WKY does not sell sponsorship of its news periods. Our answer, then, was a dignified personal message to women, but of interest to all, to be presented at a mid-morning or late morning period near the news.

With this much settled, we were all set to determine the program vehicle. We obtained the idea we use from a program which had failed to click in another community. We took the idea, applying the first principles of ordinary salesmanship to it, an application which I feel should be the basis of all radio continuity. Those principles are to attract attention, sustain interest, create desire, and compel action.

JACK E. BARRY

JOSEPH GIFFORD

Three Little Queries

To attract attention we use an especially beautiful theme song, faded down immediately, a simple introduction of the program, followed by three timely questions. These are answered at the end of the program. To sustain interest we use the *Home Folks Counselor* himself, whose homey philosophies are usually slanted in a non-commercial way towards the joys and happiness found in the home and in home ownership thereby combining the "sustain interest" and "desire creation."

Action is compelled in the last minute by the station announcer who delivers our commercial. The answers to the questions are given by the *Home Folks Counselor* immediately before theme and signature.

This was what we strived for at decided it would be more effective to hire our own "voice," pay him ourselves, and allow him to appear on our program only, a course not possible if we used the customary station announcer because of changing schedules and other things.

However the "voice" we hired must be in keeping with the general trend and style of our program . . . friendly, homey "Uncle Ed" type of voice with enough dignity and force to reflect the aims and policies of our company.

Auditions were conducted for over three weeks. Dozens of candidates were heard and were listened to and one-by-one ruled out. Then we selected, sight unseen, a voice that was suited. It belonged to Joseph Gifford, a professional actor of middle age whose thirty years on the stage gave him knowledge of what and when to emphasize. He fitted, was hired. Today he is famous in the Southwest as *The Home Folks Counselor*.

The name was a natural. The slogan of the Oklahoma City Federal Savings and Loan Association for years had been "The Home Folks". We added "Counselor" and there it was. Titled right, timed the creation of the program. Selecting the proper "voice" for the counselor was quite a problem. On this, we felt, lay the potential success or failure of our idea. Through experienced gained in the past we right, voice right, copy right, station right, the program went on the air.

Results were immediate and fruitful. In the two years the program has been on the air our assets have increased over one million dollars. Not all of this increase is due to radio, because we were using other media. But a direct and careful check on new accounts, inquiries and investigations shows that, directly traceable to radio alone, is an increase of over 400 savings and investment accounts averaging $600 each—rough total of $240,000, nearly a quarter-of-a-million dollars.

Story of a Salesman

Today after more than 450 times on the air, the framework of *The Home Folks Counselor* remains unchanged. However the show itself is by no means held to an unchangeable and concrete body. Suggestions are constantly coming in from listeners. These are discussed, weighed pro and con, and if meritorious are tried out.

For example a traveling salesman one day commented to the effect that he always listened to the program while he was driving. Inquiry showed us that other traveling salesmen listened also. As a result, we devoted, for a time, our Monday program to salesmen. Why Monday? Because that's the day most of them are driving to their territories. Neither did we blatantly make a play for them, but by use of copy that was of interest to this class, by use of questions and answers at beginning and end of the program, respectively, that were of interest to them, we gained a distinct class of listeners without losing our regular audience.

The philosophy by the *Counselor* in the middle of the program was oftentimes indirectly pointed at the salesmen, pointing out that "in fat commission months, save for the months when selling drops off". The result was a nice slice of a business melon hitherto uncut.

Another time we eliminated all commercial references to our organization by the *Counselor* himself, depending on the station announcer to care for this detail in the closing announcement. A small thing perhaps, but audience reaction was quick and favorable. Since the *Counselor* make any commercial reference.

From the Farmer

Not much thought had ever been given to making the farmer and small-town citizen acquainted with the convenience of our savings and loan plans. It had been accepted as a foregone conclusion that such prospective business was handled by small town institutions. When it occurred to us that there might be some overlooked business to be gained, we slanted a few programs in the rural community direction. Again, results exceeded expectations.

Within seventeen months from

(Continued on Page 63)

Getting Around Europe's Blue Pencils

Ad-libbing a Lost Art Among Those Facing Mikes Abroad

American listeners, and radio men as well, have little idea how carefully each word broadcast from the European war centers must be weighed to avoid the censor's blue pencil. Baukhage, NBC commentator who appeared to be everywhere over there, knows about the restrictions and indulges in some interesting shop talk in these observations, now that he is back on American soil after two months in Europe.

By BAUKHAGE
NBC Commentator on International Affairs

TWO exciting months started Aug. 24 when Hilmar R. Baukhage, NBC commentator, packed his bag and was off for Port Washington, N. Y. to board a transatlantic plane one hour after receiving notice of the assignment. He returned from Europe Oct. 6 by plane.

THE FELLOW who invented the slogan "in Rome do as the Romans do" was no rhapsodical poet; he was probably some relative of Marco Polo or one of his staff. After returning from a quick trip in the war zones and adjacent territory as NBC's roving international commentator, I'm sure the boy was right. I wasn't in Rome; but in Germany, Switzerland and France the sooner you learn to do it the way the natives do the better.

In the first place you learn to forget you ever heard of the phrase "ad lib". Ad-libbing is a lost art in Europe today and if the newsmen think they have cause to weep over the censorship, the broadcaster has a lot more ground for tears.

Somebody asked me what the chief difference in radio abroad and radio in this country was. The answer that came into my head first was this: Radio in America sells goods; in Europe it sells governments.

Efficient Germans

It would be hard to say which of the three governments under whose censorship I spoke censored the hardest. The Germans manage the job with such precision and dispatch that once one became accustomed to doing as the Romans do, their method proved the most painless. They have had a lot of experience. The French, when I left, had just passed the job over to the military, who were using a tank instead of a scalpel. Their leisurely methods, and the lack of a chance to talk it over, made the French method harder to get used to. Perhaps by now they have their system organized a little better with an eye to making it a less heartbreaking process for the broadcaster.

In both countries the objectives are largely the same: First, to withhold military or other information which might give aid and comfort to the enemy; second, to conserve sympathy abroad and morale at home.

In Switzerland any and all regulation of public expression has one concrete purpose; namely, to keep out of war. And that means the broadcaster has a triple censorship, the first to protect Switzerland's internal interests; the other two to keep from offending either belligerent. All radio censorship must be more rigid, Europeans argue, because of the immediacy and intimacy of the spoken word. A broadcast is tied more closely in the listener's mind to the nation from which he speaks than a dispatch in a newspaper printed in the reader's own home town.

Of course Europe is far more shortwave conscious than America. Therefore great effort, probably the major radio effort of each nation at war today is the broadcast aimed at foreign countries. The Germans have long worked on this phase, of course, but now they have redoubled these activities and German radio broadcasters and officials are working night and day with cots in many offices.

Telling the World

While I was in France I was present while 42 contestants were auditioned one afternoon (and none accepted) for jobs broadcasting shortwave to the United States. Only one spoke American, the rest either out-Englished Oxford or had a strong Gallic flavor.

Of course listening to foreign broadcasts in Germany is strictly forbidden (the penalty can be death). As one news-hungry listener put it to me, "It isn't worth the worry." Any disgruntled neighbor, discharged servant or other hyper-patriotic snooper can complain if he hears your radio going at a time when no authorized German broadcast is scheduled.

How widely German propaganda is listened to in France and elsewhere there is no way of knowing. Recently Berlin stations have been reported as telling the workers of the world that Germany is fighting shoulder to shoulder with Russia for the workers of the world against Capitalism. The French claim these appeals fall on deaf ears there.

As far as the American listener is concerned, censorship, bad as it is, doesn't stop a wide-awake American broadcaster abroad from telling a pretty informative story. The usual amount of unbelief with which any good reporter must be endowed keeps him fairly immune to propaganda. I found that with a little tact and adroitness, in Germany at least, I could get through some ideas that might have been censorable had they been too baldly presented. The German censors made allowances for a certain amount of reportorial zeal on my part and censored without censure, frequently with apology. Sometimes with a generosity that surprised both me and my listeners.

I can't quarrel much with censorship in wartime. But gagging free speech in peacetime is another matter. It's well to remember that, while you can't have war without censorship, without some censorship in the first place you probably couldn't have a war.

W9XAA License Denied

DENIAL of a license renewal for W9XAA, international broadcast outlet operated by the Chicago Federation of Labor in conjunction with WCFL, was ordered Oct. 23 by the FCC along with dismissal of two other applications under which the station would have been voluntarily assigned to the Mormon Church for operation in Utah. On Sept. 13 [BROADCASTING, Sept. 15] the FCC issued proposed findings announcing its intention to deny all three applications. Because no exceptions were filed to the report, the proposed findings automatically were made the actual decision coincident with the issuance of the order Oct. 23. The dismissal of the transfer application to Radio Service Corp., adjunct of the Mormon Church, was without prejudice and presumably leaves the way open for the Utah corporation to file a new application for the W9XAA facilities.

Newspapers Buy WTMA

WTMA, Charleston, S. C., which went on the air last June as a local outlet on 1210 kc., has been sold to the publishers of the *Charleston News & Courier* and *Charleston Evening Post*, subject to FCC approval. The purchase price was undisclosed. The newspaper interests have already assigned W. D. Workman Jr., of the newspapers' staff, to be manager of the station. Transfer will be from Y. W. Scarborough and J. W. Orvin, president and vice-president respectively of the Atlantic Coast Life Insurance Co., who secured the CP for the station in August 1938 and established it last summer.

KRBM, Bozeman, on Air

KRBM, Bozeman, Mont., new 100-watt night and 250-watt daytime station on 1420 kc., went on the air Oct. 15 under the management of Pat Goodover, with J. MacLeod as commercial manager and J. McGraw as chief engineer. The station is RCA equipped throughout, with a 164-foot Truscon tower. It is 50% owned by E. B. Craney, operator of KGIR, Butte, and 50% by Roberts B. MacNab Jr., Montana and North Dakota hotel owner.

CBS War News

ALL CLIENTS and advertising agencies doing business with CBS have been advised of two new policies instituted at the network in regard to war broadcasts in a special communication signed by Paul Kesten, CBS vice-president. The letter states that, in regard to news broadcasts, the network has arranged a spaced schedule of news programs covering the European war, and that "advertisers are requested to make no plans for new or additional news broadcasts without prior consultation with CBS." Regarding war dramatizations, the letter said that "situations growing out of the present war are to be avoided either for drama on the air or as background for the presentation of other dramatic program material."

Elmer Davis Explains Reporting of War News

BREATH-TAKING pace and effect of radio news reporting, as reflected in radio's minute-to-minute coverage of the outbreak of war in Europe, is discussed by Elmer Davis, CBS news analyst, in his article, "Broadcasting the Outbreak of War" in the November *Harpers*. Mr. Rice, a veteran of both newspaper and radio journalism, decried newspapers' "hostility" toward broadcasters for being first with the news, and emphasized the need for cooperation between the two media in preserving their constitutional rights of freedom of speech and press.

Drawing from his experience with CBS before and during the outbreak of hostilities, Mr. Rice described the trials and tribulations of a radio news analyst in America, among them the incessant standing by for emergency commentaries, working in last-minute bulletins extemporaneously while a news broadcast is on the air, a working day of 18 hours although actual time on the air during that period might not total 60 minutes, and the continually ringing bells on the teletype which indicated bulletin after bulletin, all on the air within 30 seconds after receipt and 30 minutes before a newspaper extra could be on the street. He paid tribute to H. V. Kaltenborn for the "outstanding brilliance" of his day-by-day interpretations, and to Bob Trout, CBS special events announcer, for his handling of extemporaneous assignments and ability to get a "novice" out of a jam during a broadcast.

West Gets WTMV Control

THE FCC on Oct. 24 authorized transfer of control of WTMV, East St. Louis, Ill., from Lester E. Cox to William H. West Jr., manager. Mr. Cox sells his 66% of the stock, totaling 370 shares, in equal parts to Mr. West and Carlin French, of East St. Louis. With the 130 shares already owned by Mr. West, he becomes controlling stockholder. Purchase price for the Cox holdings was $50,000.

WOLF are call letters assigned by the FCC for the new local station recently authorized in Syracuse, N. Y. [BROADCASTING, Oct. 15].

"I ain't never saw nothing like these here promotions!"

● With all due regard to Messrs. Barnum and Bailey and their undoubted genius at "promotion", we of WHO can smile a tolerant smile at any three, nine, or fifteen-ring circus the world has ever known! For almost every day, WHO does something new! And the result is that every day and every night, the whole Mid-West is crowding into our tent!

For instance, *this* way, ladeez and gemp-mums — hurry, hurry, hurry! — here are a few of our *recent* promotions! . . . At the *Iowa State Fair,* August 25 through September 1, WHO set up a "Crystal Studio" from which we broadcast all local and feature programs. Broke all attendance records — distributed 25,000 broadsides with pictures of WHO staff and artists — completely ran out on the second day! . . . At the *WHO Tall Corn Contest,* 63 entries got huge crowds and publicity, with Governor of Iowa presenting prizes before Grandstand on August 30! . . . On September 17, H. R. Gross, our popular newscaster, was made Honorary Chief of the Fox and Sac Indian tribes at Fort Atkinson, before the largest crowd assembled in north-eastern Iowa since Ringling Circus was there many years ago! . . . At *Corn Belt Plowing Contest,* sponsored by WHO, nearly 20,000 people saw 23 contestants vie for the plowing championship of the Mid-West, with news-reel reporters shooting the contest for national distribution. This was on September 23! . . . On September 30, WHO opened the *ninth* season for the *Iowa Barn Dance Frolic,* with 4500 people in attendance at the Des Moines Shrine Temple. Hundreds turned away!

And so on — until both you and we are out of breath! But mark you — this is *promotion.* This is *showmanship.* This is the stuff from which radio *audiences* are built — the substance that has made WHO in fact the Voice of the Mid-West . . . . Is there a sales message that we can shout for *you?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Addition of Mexican Stations To Ford Program Is Approved

Use of 10-Station Hookup May Lead Others to Include Southern Nation in Schedules

PRESAGING introduction of American network commercial program service to Mexico, the FCC Oct. 25 granted the petition of CBS for authority to transmit the *Ford Sunday Evening Hour* to 10 stations in the most populous areas of that nation.

Regarded as an experiment which will be watched by other network advertisers, the service was slated to begin Oct. 29 for a 13-week run, placed through the regular Ford agency, N. W. Ayer & Son. Arrangements for projection of the Ford program, featuring symphonic music and outstanding concert artists, were made by CBS at the behest of Victor E. Creighton, representative for a number of regular Mexican stations who headquarters in both Mexico City and San Antonio.

No Official Objection

CBS did not initiate the move, but on behalf of the Ford company and its agency filed the necessary applications with the FCC and checked also with the State Department. It is understood that no official objection was voiced in any quarter, but on the contrary it was felt that transmission of outstanding programs, both commercial and sustaining, to Mexico and other Latin American countries would tend to foster the Administration's Good Neighbor policy.

According to the application filed with the FCC, a toll charge of $250 per program for the one-hour feature would defray all time, special announcer and other charges billed through the Ayer agency. It specifies also that the agency would procure customary discounts as well as the normal 15% commission. While there was no formal explanation, it is presumed that the station time charges in Mexico will be handled locally through Ford factory branches and distributors, rather than through the American agency. CBS does not stand to realize any return on the "experimental" series.

Mr. Creighton, who is understood to have convinced the Ford company and its agency of the desirability of opening the Mexican field for network broadcasting, sought the aid and assistance of CBS in making the arrangements. It was reported also that at least three other substantial network advertisers plan to observe the experiment closely and if it proves successful they propose to follow the same course.

Under Section 325 of the Communications Act, specific FCC authority is necessary to transmit programs across the U. S. borders. All three major networks transmit both commercial and sustaining programs to Canadian stations and the network of the Canadian Broadcasting Corp. The Ford series, however, will mark the first venture of American advertisers into Mexico on a regular basis via network transmission. Commercial transcriptions are used regularly on Mexican stations.

It was pointed out that the ten stations to which the service would be supplied are regularly licensed commercial Mexican outlets. So far as is known, none is in the so-called "outlaw" classification and there are no border stations included.

Transmission Setup

The contract, as filed with the FCC, specifies that the *Sunday Evening Hour* will be delivered to the Mexican border through KTSA, San Antonio, CBS outlet, by AT&T telephone lines. The contract cost per program to the border was quoted as $190. At the border, the Government-owned telephone and telegraph company of Mexico will pick up the programs for distribution to nine of the ten stations by wire line. Since no wire lines are available to the tenth outlet, XEME at Merida, Yucatan, it will rebroadcast.

The FCC was advised that Spanish announcements on the programs would be made from Monterey, and that the commentaries of William J. Cameron included in the program will be faded out with a Spanish translation to be given from Monterey during that interval.

In addition to XEME, the regular broadcast stations to transmit the programs are XEQ, Mexico City; XET, Monterey; XECZ, San Luis Potosi; XES, Tampico; XED, Guadalajara; XEU, Vera Cruz. International shortwave stations to carry the program are XEQQ, Mexico City; XETT, Monterey, and XEDD, Guadalajara.

The applications filed with the FCC sought authority to transmit the program from Oct. 15 through Jan. 7, 1940. Delay in routine, however, resulted in announcement of the applications on Oct. 24 and approval was forthcoming by the circulation method. It is presumed that if the experiment proves successful, the Ford relays will be extended for another 13-week period or longer.

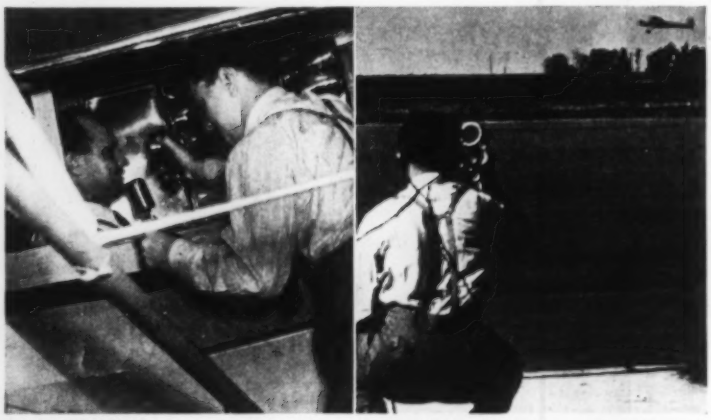
A NAME WANTED
Cowles Stations Offer Prize For Group Title

TURNING tables on the fecund minds who devise prize contests for public consumption, the Cowles Stations, Des Moines, on Nov. 1 announced their own competition "for advertising men only", offering a $500 award for a name.

Following the "What's sauce for the Goose is sauce for the Gander" theme, the Cowles Stations (formerly Iowa Broadcasting Co.) have announced the rules for the contest. The purpose is to procure a market name describing the primary area served by the four stations—WMT, Cedar Rapids; KRNT and KSO, Des Moines, and WNAX, Yankton.

Eligible for entry are all employes, male and female, of agencies, advertising managers or any time buyer now using radio as a medium. The Earle Allen agency, of Omaha, handling the campaign, said that it was felt the matter of contests foisted upon the public daily at the instigation of agencies had gone "far enough". To change the usual procedure, it said entrants "will not have to tear the antenna off their radio set to send it in with their entry".

T. FRANK SMITH, manager of KXYZ, Houston, has applied to the FCC for a new 250-watt station there on 1210 kc.



EXCITEMENT was furnished by Joe Hamilton Noland, news editor of WSM, Nashville, on Oct. 23 when he described his first solo flight during a special broadcast originated by WSM and fed to NBC-Blue. Noland used a pack transmitter to describe his takeoff, flight and landing, step by step, as well as to participate in a two-way conversation with Jack Harris, WSM special events director, on the ground. To operate the pack outfit it was necessary for Noland to qualify for an operator's license, which he did after 10 days' tutoring by Chief Engineer Jack DeWitt. The broadcast concluded from Washington, where Clinton M. Hester, administrator of the Civil Aeronautics Authority, congratulated Noland. At left are Noland (in plane with chest-mike), and Harris, just before the takeoff, which was made on schedule despite an eleventh-hour deluge of red tape, and at right squats Harris, watching Noland's plane (upper right) take off from the Nashville airport.

Ruling May Be Required By NAB on Dramatized Programs for Elections

WITH open season for electioneering in the offing, some question already has arisen regarding dramatization of political broadcasts, which may force a ruling by the NAB Code Compliance Committee.

Announcement by WHN, New York, that a series of programs under the auspices of the Citizen's Non-Partisan Committee would be based on the dramatization plan precipitated the issue. The code itself does not mention such dramatizations as taboo, but the preliminary draft of the self-regulation document made public by the NAB last summer alluded to the subject.

It is understood it was decided to eliminate specific language dealing with political dramatizations and leave the issue for interpretation by the Code Compliance Committee after a test. Several years ago a furor developed when the Republican National Committee sponsored a dramatization in which the recorded voice of President Roosevelt was employed in a broadcast by Senator Vandenburg (R-Mich.).

The WHN announcement said that the new series involved illustration of a political talk with playlets. "This is believed to be a new idea in political broadcasting and may be the forerunner of similar airings in the political show," the announcement said.

New Poughkeepsie Local Is Authorized by FCC

FOLLOWING its refusal several months ago to authorize the local newspaper interests to establish a new local station in Poughkeepsie, N. Y., the FCC on Oct. 17 authorized the Poughkeepsie Broadcasting Corp., a group of local residents including newspaper operators, to construct a new fulltime 250-watt station in that community to operate on 1420 kc. Call letters will be WKIP.

The corporation is headed by Richard E. Coon, editor of the *Poughkeepsie Eagle-News* and *Poughkeepsie Star & Enterprise*, morning and evening newspapers. He owns 40% of the preferred and 70% of the common stock. Mrs. Blanche J. Parks, publisher of the newspapers, owns 32% of the preferred and 16% of the common stock. Other stockholders are: John E. Mack, attorney, 20% preferred, 10% common; James Townsend, banker; Henry N. MacCracken, president of Vassar College; John B. Grubb, attorney; Charles S. Mitchell, former head of the local Chamber of Commerce. Each of the latter four own 2% of the preferred and 1% of the common.

WENY, Elmira, Starting

WENY, Elmira, N. Y., new 250-watt outlet on 1200 kc., will become the 122d outlet of MBS when it begins operating in early November. It will be licensed to the Elmira Star-Gazette Inc., publisher of the *Elmira Star-Gazette* and *Advertiser*, Gannett newspapers which also operate WESG, Elmira, under lease from Cornell University. The two stations will have joint studios in the Mark Twain Hotel and will be jointly managed by Dale L. Taylor. An RCA transmitter and a 425-foot tower are being installed.

WLS in Chicago

5,000 women wrote to WLS for a miniature sewing kit, mentioned only once and then incidentally, by a guest on the WLS "Feature Foods" program (11:00 to 11:30 A. M.).

41% of the requests came from Metropolitan Chicago—25% from Chicago proper, 16% from the suburbs. Metropolitan Chicago contains only 26% of the radio homes in the WLS Major Coverage Area. Thus 26% of the homes sent in 41% of the mail. Which proves again:

WLS Is Listened to in Chicago

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

Test of Economic Policy Is Sought

FCC to Ask Supreme Court For Rule in Dubuque Case

SUPREME COURT adjudication of the FCC's "unlimited competition" philosophy, under which it contends it may license stations regardless of economic injury to existing stations, will be sought by the FCC itself in a petition for review of the so-called Saunders case involving a new station application for Dubuque, Ia. The FCC is expected to file its petition through the Department of Justice by Nov. 2—the statutory deadline.

While two other FCC appeals from decisions of the U. S. Court of Appeals for the District of Columbia are pending before the highest tribunal, they go only to the lower court's jurisdiction, and involve usurpation of the FCC's regulatory power. The Saunders case, however, raises clearly the economic issue, in which the lower court has dealt harshly with the FCC's contentions. It was in the WMEX, Boston, case that the court last August completely scuttled the FCC's economic theory, sustaining, however, the FCC's decision against the Yankee Network which had protested an increase in power for WMEX on economic grounds.

Dubuque Case Pending

Because the FCC could not appeal the WMEX decision and thereby have the Supreme Court rule on the economic-competition question, it proposes to raise the issue in the Dubuque case, in which WKBB, existing station, opposed the licensing by the FCC of a new local station to the *Telegraph-Herald*. The lower court reversed the FCC's grant, holding that the FCC is legally bound to make appropriate findings as to economic injury to existing stations.

Determination to seek a Supreme Court review came, it is understood, after FCC General Counsel William J. Dempsey had taken up with the appellate court the question whether it desired to "retain jurisdiction" in the Saunders case by permitting a new brief or by allowing reargument on the economic question. The court concluded informally that it had no such desire and implied it would not object to a Supreme Court review.

Another chapter was written in the WMEX case Oct. 23 when the Court of Appeals, in a per curiam opinion, dismissed the appeal of WCOP, Boston, from the decision granting WMEX 5,000 watts full time on the 1470 kc. high power regional channel, in lieu of its existing local assignment. Like the Yankee Network appeal, WCOP claimed ruinous economic injury would result. The Court, however, ruled that the assignment of reasons for appeal by WCOP "is even less adequate to show an appealable interest" than that of Yankee.

Allsweet on 60

SWIFT & Co., Chicago (Allsweet margarine), on Nov. 8 starts a six-week campaign of six announcements weekly on 60 stations. J. Walter Thompson Co., Chicago, handles the account.

HONORING H. V. Kaltenborn's movie debut, as himself, in "Mr. Smith Goes to Washington", Columbia Pictures Corp. invited the "dean of commentators" and his colleagues to a luncheon and preview of the picture on Oct. 16. In the group are (standing, l to r) Frank Singiser, WOR; George H. Combs Jr., WHN; Mark Hawley, WOR; Arthur Hale, WOR; Richard Brooks, WNEW; (seated) Bryce Oliver, WHN; Raymond Gram Swing, WOR; Mr. Kaltenborn, CBS; Johannes Steele, of WMCA.

Picture-of-the-Month Series Symbolic Of New Movie Attitude Toward Radio

By DAVID GLICKMAN

DESPITE reports to the contrary, there will be greater cooperation than ever before between the motion picture industry and radio. Those who but a few months ago predicted that there would be fewer film names and contract talent used on transcontinental sponsored radio shows this fall have changed their tune, and are now firmly convinced that the trend is in the other direction.

Practically every major network show emanating from Hollywood today features such talent. With film studios cutting down production activity because of the loss of the European market due to the war, motion picture talent is turning to broadcasting with a vengence as a means to keep their name before the public and also to increase income.

Where in the past many film stars had to be coaxed into radio appearances by big money, today their front man is seeking out agency producers for the opportunity. The film industry itself has also made a complete revaluation of radio plugs, and competition for network mention of pictures and personalities promises to be greater than ever before.

Down Go the Bars

A combination of circumstances is involved, all of them, however, pointing to a closer working "agreement" between motion picture units, exhibitors and network radio. Film studios that early this year set up stringent regulations in their relations with broadcasting are relenting, and in several instances have given the approving nod to stars and contract players to make network appearances on sponsored shows.

General opinion among Hollywood advertising agency executives is that there never has been a real feud between the two entertainment mediums. They explain that film studios, against their better judgment, yanked talent from sponsored network shows when theatre operators throughout the country protested against a tie-in between the two mediums, declaring that it hurt box-office receipts. They further declare that film studios right along acknowledged radio as a valuable medium to exploit pictures and to build up known or unpopular talent. With the clamor by exhibitors, they were forced to retreat. Now that the cry has died down, film executives are again permitting their talent to take advantage of the extra money to be gained from radio. Much of it, incidentally, returns to the picture studio's coffers because players are under contract.

If the film industry really has a "beef", then radio has one too. It must be remembered that film studios have made many a raid on radio for talent. Many of the outstanding motion picture stars and contract players today got their start in radio and are still featured on sponsored network shows. The list is too long to enumerate, but good examples are Dorothy Lamour, Nelson Eddy, Jack Benny, Bing Crosby, and Bob Hope. Radio still continues to supply the new names and faces so necessary to the film industry's success and at the same time it is using well established picture talent on important transcontinental programs.

There are many in Hollywood who right along advocated a common working ground for pictures and radio, believing that each could and would help the other. Many film studio executives of that opinion are warm to the idea in the hope of giving radio their benefits. In return they would accept all the help that national and international broadcasting can give to the progress of pictures. It would be a game of give and take.

No Fight, Says Hays

Will H. Hays, president of Motion Picture Producers & Distributors of America, has repeatedly declared that there is no fight between the film and radio industry, despite contrary reports from other sources. He maintained that stand even during the height of the squawks by exhibitors.

Bill Bacher's Movie Night, which gets under way Nov. 3, is said to be a forerunner in a campaign to weld a new and stronger alliance between films and radio. It will be a monthly event and featured on a different sponsored one hour network program each time, with Bacher directing. The outstanding film production of the month will be dramatized each time. Selection is to be made by a committee headed by Louella Parsons.

It will be tagged the Picture of the Month. Entire insert on the network program, chosen monthly, is to be known as Movie Night. The CBS *Kate Smith Hour*, sponsored by General Foods Corp. is to open the series. With exception of Bud Abbott and Lou Costello, Miss Smith is bringing her entire radio troupe to Hollywood for the broadcast. Last half-hour of the program is to be a dramatization of the 20th Century-Fox production, "Drums Along the Mohawk". Miss Smith is to be narrator. Miss Parsons will introduce Claudette Colbert, Henry Fonda and other film talent appearing on the broadcast.

All major film studios are said to look with favor on the new plan, which has been nursed along by Bacher for many months. Advertising agencies producing sponsored network shows are also said to be in favor of the idea, and several one hour programs have already been made available. The initial program is said to be costing 20th Century-Fox Film Corp. $15,000. Publicity for the program and picture too are being given on the Kate Smith programs up to the time of the broadcast Nov. 3. Reaction to the broadcast by exhibitors will be closely watched by the studios.

Hollywood Plans

Accompanying Miss Smith to Hollywood are Ted Collins, announcer, Jack Miller, music director, Ted Straeter, Harry Ackerman, producer, and H. S. Barnes, agency contact executive on the General Foods Corp. account. Miller will use a pickup band for his part of the program. David Broekman is musical director of the Movie Night series and has a 30-man orchestra and full ensemble for the dramatizations. Bacher, in the production setup, is being assisted by former associates, including Mary Edith Stahl, production aide, and Harry Kronman and Hal Block, writers. On the various programs Bacher will share production responsibilities with agency staffs. On the Mohawk broadcast, he'll be associated with the production staff of Young & Rubicam.

It must be remembered too that the film industry has a program of its own, the *CBS Screen Guild Theatre*, sponsored by Gulf Oil Corp., which earned $222,000 last season for the Motion Picture Relief Fund. Leading stars, featured players, writers, and directors contribute their services free to the weekly program and the sponsor in turn donates $10,000 weekly to the MPRF. It is expected that the current series, which resumed on the network Sept. 24 will add $390,000 to the fund and complete the $500,000 quota necessary to the MPRF for a new home for aged and needy motion picture workers.

Gangbusters in Papers

RADIO PROGRAM *Gangbusters*, produced by Phillips H. Lord and heard on CBS under the sponsorship of Colgate-Palmolive-Peet Co., is being adapted into comic strip format for national newspaper syndication under the direction of Bernard L. Schubert, sales manager of Phillips Lord Co. The strip has been tested for the past seven months in *Popular Comics* magazine with a central hero character known as "Gangbuster John Winston".

"The Green Hornet"

Half-Hour Mystery Drama • Twice Weekly

LIVE TALENT

Police and criminals join to "Get the Green Hornet" but he's still at large. And going stronger every day . . . Thrilling scripts . . . Inspired acting . . . Outstanding sound effects . . . All by the organization that originated and produces The Lone Ranger . . . Here it is—exactly what YOU'VE BEEN LOOKING FOR.

TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDLE BROADCASTING CORP.
Stroh Building Detroit, Michigan

WXYZ • DETROIT

Basic Station N B C Blue Network • Key Station Michigan Radio Network

Increases Slated For 12 Regionals

Only Routine Stands in Way Of Power Boosts by FCC

WITH engineering conflicts already cleared, and only the legal routine to be covered, a dozen regional stations operating on three channels, are expected to be accorded licenses for 5,000-watt full time operation in the near future. Two stations—KFRC, San Francorded licenses for 5,000watt full cisco, and KHQ, Spokane—already have been accorded the night power increases in accordance with the new station classification rules which became effective Aug. 1.

Meanwhile, informal conferences are continuing between FCC engineers and engineers and attorneys for applicant stations seeking the 5 kw. night authorizations. It is hoped that conflicts will be cleared as quickly as possible permitting FCC approval. The Law Department, however, also must pass on such applications to ascertain that no legal conflicts are involved such as pending applications for new facilities.

Three Channels Clear

Based on prevailing information in Washington, it is understood that stations on the 590, 950 and 1330 kc. channels are cleared from the engineering standpoint insofar as the power increases are concerned. These include WOW, Omaha, and WEEI, Boston, on 590 kc.; KFWB, Hollywood, KGVO, Missoula, Mont., WRC, Washington, and KMBC, Kansas City, on 950 kc.; WTAQ, Green Bay, Wis., KGB, San Diego, KRIS, Corpus Christi, KSCJ, Sioux City, Ia., WDRC, Hartford, and WSAI, Cincinnati, on 1330 kc.

All told, there are pending some 100 applications for power increases to 5,000 watts full time, which would give these stations Class III-A assignments under the new rules. Because of interference protection requirements and other complications, it is not expected that all of these applications can be granted. A majority of them, however, are expected to be cleared within the next few months.

Sarasota Outlet Plans

FRANK S. LANE, former manager of WDOD, Chattanooga, who resigned several months ago to assume the management of the newly-authorized WSPB, Sarasota, Fla., 100 watts night and 250 day on 1370 kc., announces that the station is expected to begin operating on or about Dec. 15. RCA transmitter equipment and a 175-foot Truscon tower have been ordered. Mr. Lane will hold the post of commercial manager as well as general manager, with Jack Daub as program director. The remainder of the staff has not yet been named. The FCC last June authorized a group of Chattanooga business men, headed by Sam H. Campbell, oil distributor, to construct the station.

ALL SCHOOLS were dismissed in Arkansas City, Kan., recently so 3,000 children and 1,000 adults might hear an address on radio by Nila Mack, CBS director of children's programs, who had returned to her home town for a three-week's vacation.

Temporary Grants

AFTER ANNOUNCING denial of the applications for extension of special experimental authority to operate fulltime for WDGY, Minneapolis, and WMAZ, Macon, Oct. 14, the FCC later the same day disclosed that the extensions had been granted. The stations operate limited time on the 1180 kc. clear channel and the Minneapolis outlet has been accorded special authority for fulltime operation for the last several months. WMAZ recently was granted similar privileges. Both grants, made by Commissioner T. A. M. Craven, in charge of broadcast routine, were for one month, expiring on Nov. 15 in the case of WMAZ and on Nov. 13 for WDGY. WSPR, Springfield, Mass., which operates limited time on the 1140 kc. channel, was given special temporary authority to operate until 9 p.m. (EST) until Nov. 13 to broadcast political, local and network programs.

10 LOCALS GIVEN 250 WATTS NIGHT

TEN more local stations have been authorized by the FCC to increase their night powers to 250 watts, in decisions announced Oct. 17 and 24. This brings to 175 the number of stations securing 250 watts night in conformity with the new FCC rules reclassifying stations, which became effective Aug. 1 [BROADCASTING, Sept. 15, Oct. 1, 15].

The Oct. 25 grants were to WAZL, Hazleton, Pa.; WMFR, High Point, N. C.; WILM, Wilmington, Del.; WGRM, Grenada, Miss.; KATE, Albert Lea, Minn.; KXL, Portland, Ore.; WGAU, Athens, Ga. The Oct. 17 grants were to KANS, Wichita, Kan.; KWBG, Hutchinson, Kan.; KSUN, Lowell, Ariz.

The Commission on Oct. 24 also authorized WMFJ, Youngstown, O., to operate fulltime with 100 watts in lieu of its daytime assignment, and on Oct. 17 it authorized KHBC, Hilo, Hawaii, to change its frequency from 1400 to 1220 kc., with 250 watts fulltime. On Oct. 19 the Commission issued proposed findings recommending denial of the application of KOH, Reno, to shift from 1380 kc. with 500 watts to 630 kc. with 1,000 watts.

KXOX Nears Completion

J. ALLEN BROWN, advertising manager of WHMA, Anniston, Ala., has been appointed commercial manager of the new KXOX, Sweetwater, Tex., which is scheduled to go on the air on or about Nov. 15. He will work under Russell Bennitt, manager, who is co-publisher of the *Sweetwater Reporter* and one of the chief stockholders. Construction of the RCA transmitter equipment and the Lehigh 196-foot tower is nearing completion. The station was authorized for construction last May and will operate with 250 watts daytime on 1210 kc.

Riggio Cigarettes Test

RIGGIO TOBACCO Co., Brooklyn, N. Y., on Oct. 19 started a 13-week test campaign for Regent cigarettes on WHN, New York, using three quarter-hour periods of UP news weekly. Schedule may be expanded later. M. H. Hackett & Co., New York, is agency.

BELLS GALORE are exhibited by Announcer Herb Howard, who, in conjunction with his afternoon *Rodeo Recess* on WNAX, Yankton, S. D., offered prizes to listeners submitting the oldest bell, the smallest bell and the most unusual bell. Prize-winning "oddest bell" was the pair of large cluster bells on either side of the table before him—brought from Russia more than 75 years ago, where they were worn on the backs of horses trotting across Siberian plains. During the contest, a different bell was used to open each program.

Nickel Errors

A FINE of 5 cents is levied on announcers of KMO, Tacoma, Wash., for every mispronounced word. The reward goes to the first person who calls attention to the error. Since the European war, proper names are not subject to fine. The idea has announcers of the station using the dictionary more frequently and checking colleagues minutely.

Alaska Station Debut

THE NEW KFAR, Fairbanks, Alaska, made its formal debut Oct. 1, operating with 1,000 watts on 610 kc. It is licensed to Capt. A. E. Lathrop, pioneer Alaskan industrialist and publisher of the *Fairbanks News-Miner*. With Jack Winston as manager and Gilbert A. Wellington as Seattle representative, the following other staff appointments have been announced: Ward Duffy, formerly merchandising research director of Stockton-West-Burkhart, Cincinnati, marketing and advertising research; Irene Richard, of Seattle, continuity and women's editor; George Meyers, reporter on the *News-Miner*, announcer; Stanton Bennett, former chief engineer of KBND, Bend, Ore., chief engineer; August Hiebert, formerly with KBND, assistant chief engineer. RCA equipment and a 300-foot Lehigh tower have been installed.

Grove Labs. on 148

GROVE LABORATORIES, St. Louis, is conducting a special campaign for Bromo Quinine using the theme "Cold Tragedies" on one-minute dramatized spot announcements, transcribed by RCA, five to six times weekly on 148 stations throughout the country. The campaign, which started Oct. 9, will run for 26 weeks. Stack-Goble Adv. Agency, New York, is the agency.

KWTN Deletion Affirmed by Court

Upholds FCC in Removal of Station in Watertown

IN AN opinion affirming the FCC, the U. S. Court of Appeals for the District of Columbia Oct. 16 sustained the Commission's ordered deletion of KWTN, Watertown, S. D., for alleged violation of technical regulations, and for unauthorized assignment of license. The station since the deletion order May 27 has been operating under a stay order and has 20 days from Oct. 16 in which to seek a court rehearing.

The opinion, written by Associate Justice Justin Miller and concurred in by Chief Justice D. Lawrence Groner and Associate Justice Wiley B. Rutledge, held that the Commission's report, findings and grounds for decision in ordering deletion of the station were amply substantiated by the evidence. KWTN, it said, did not deny the correctness of the findings but did dispute the Commission's contention that they provided a proper basis for deletion.

Experience and Conduct

Holding that in acting upon an original application the Commission may perhaps be required to speculate to some extent as to the qualifications of the applicant, the court said, however, that in passing upon a renewal or a proposal to revoke, it has an additional basis of experience and conduct upon which to determine the character and fitness of the licensee and his qualifications to operate the station. The court said the station had urged that since it had been granted repeated renewals, even after the purported violations, the Commission thereafter was forever barred from any further consideration of such delinquencies. It declared this argument "has much the same substance as would a contention that because an indulgent judge had repeatedly granted probation to a confirmed criminal, he would be barred from considering the criminal's past record when he next committed a crime and again applied for probation."

Answering the contention that there is need for broadcasting service in the KWTN area, the court said that while this is important, other considerations are important also "including the willingness and ability of the licensee to comply with the law and with the rules and regulations prescribed by the Commission; in order to guarantee so far as possible a wholesome policy in management and operation."

There is now pending before the FCC an application for a new station to operate on the KWTN frequency of 1210 kc. with 100 watts filed on behalf of the principals of that station. The applicants are Dr. F. Koren, who now owns two-thirds interest in KWTN and M. W. Plowman, present manager of the station. Each would have 50% interest.

U. S. Shoe on 156

U. S. SHOE Co., Cincinnati (Red Cross shoes) is placing its *Have You Heard* series on 156 stations through Stockton, West, Burkhart, Cincinnati agency, according to Mertens & Price, producer, which claims this is a record number of current placements.

XUM

we sell pianos

—in memphis, nova scotia and new york

The skeptics said, "Now, really!"

The agency said, "Well, can't we . . ."

Please read carefully. It's the most amazing thing—

The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.

Did they use an orchestra? Name stars? Lush?

No, Edgar. They used a piano; a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.

The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!

Well, that program stayed on WOR once each week. And in seven months this happened . . .

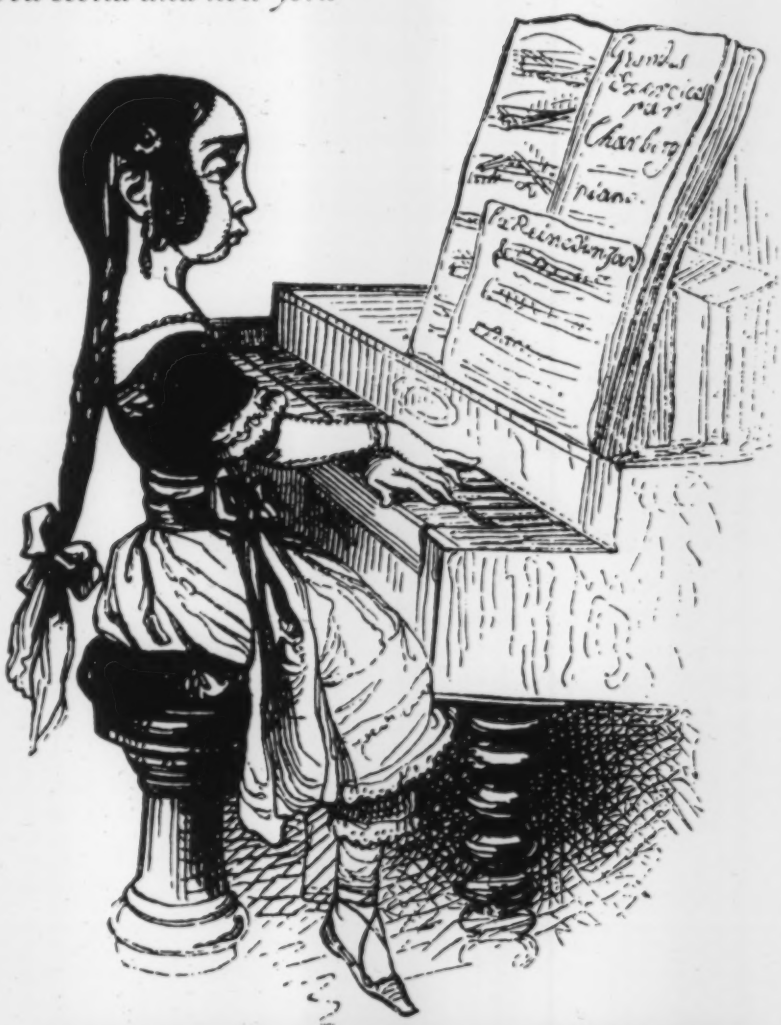
During the first month on WOR sales jumped 20% in Metropolitan New York.

At the end of two months sales had hiked themselves 47%.

And four months later the gain stood at 70%.

Inquiries poured in from Memphis, Nova Scotia and even—even New York! And sales were made in Memphis and Nova Scotia and even New York.

This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.

Our address is 1440 Broadway, in New York.

WOR

Radio Promotion Provides Aid to Retail Druggists

Cooperative Steps Described At Convention by Ruppert

RETAIL druggists can easily obtain cooperation of radio stations with their local organizations through a reciprocal understanding in promoting items which radio stations advertise, particularly in the form of window displays featuring radio-advertised products, Dick Ruppert, of the sales promotion staff of WLW - WSAI, Cincinnati, told delegates at the mid-October convention of the National Assn. of Retail Druggists in St. Paul. The convention was attended by 1,700 druggists, representing 33,000 of the 60,000 drug stores in the United States.

Mr. Ruppert

Invited to address the NARD convention at the request of the Ohio Valley Drug Assn., Mr. Ruppert outlined the cooperative efforts of WLW-WSAI and the Ohio group in promoting special merchandising plans, particularly the campaigns built around First Aid Week and Nationally Advertised Brands Week, which have attracted national attention.

Special Campaigns

"There are three big phases of cooperation which radio stations can, consistent with their own aims of promoting radio-advertised products, give druggists," Mr. Ruppert commented. "These are, first, putting over special campaigns such as First Aid Week, Nationally Advertised Brands Week and National Pharmacy Week. Secondly, teaching the public what the associations of druggists stand for, what they are accomplishing in the way of health protection, and telling them druggists are a professional group, not merely clerks behind a counter. Thirdly, giving publicity to civic and social affairs of the druggists and all special campaigns to create additional business which their association officially sponsors."

"Druggists must remember, however, that there are at least two types of radio stations," he cautioned. "You cannot expect a station which covers huge areas to give emphasis, via broadcasts, to affairs important to only one small community. Great radio stations, such as WLW, are most useful in putting over national campaigns because the selling impact is so tremendous, by reason of reaching into such wide areas. The greatest help big radio stations can give druggists is in the big drives.

"The big stations are also a powerful medium in explaining what the association of druggists means to a community. But here again a smaller association must be careful in requesting too much time from a station, because most of your associations are limited to one city. And in order to teach the public what an association means to it, the public must first have a geographical unity of interest with that association.

"That consideration of unity of interest is the determining point which druggists should keep in mind when making requests. This brings us to the place where the smaller, but popular, local stations become the most useful. Also it must be remembered that these smaller stations are very useful in putting across national campaigns, for there the local significance of the campaign can be built up in terms of local interest, local health and local savings.

"But the smaller stations become of paramount importance to druggists at the point at which big stations are unable to dwell too much on local events. Consequently the natural conclusion must be that the small stations are the ones to which the druggists should make overtures for publicity on purely local campaigns, for teaching the public what the local association means to that town. Similarly, all social affairs, such as big dances and outings, should and will receive publicity only from local stations.

"We radio men want you to help us, too. Helping us, very fortunately, means helping yourself. And that is helping yourself when you prominently display products that are advertised over your radio. When you do that, you sell more—and you help radio do a better selling job. Big window displays, placards, interior store streamers—they make the price which radio stations want for their help to you."

COURTING SMALL-TOWN PAPERS

Pays Big Dividends, KGKO Discovers After Trying Out 'Suburban Editor' Program

By ELBERT HALING
KGKO, Fort Worth

AS PUBLICITY director during the past eight years for KGKO, Fort Worth, and two other major Texas stations I've had opportunity to scan with anxious eye the columns of one-fourth of the Lone Star State's daily, semi-weekly and weekly newspapers. Of the 761 newspapers published in Texas, fewer than 20 carry any radio schedules and they seldom mention individual stations. It was some accomplishment, therefore, when KGKO in three months built up a friendship with 20 Texas small-town papers heretofore shunning news about radio stations.

To what extent this good will has extended can be understood from KGKO's scrap book, which shows 300 column-inches of KGKO publicity gleaned from smalltown papers in the station's primary area. Included in this figure are some 25 separate pieces of art showing KGKO artists in action! And—most surprising — KGKO hasn't paid space rates for a single inch.

How It's Done!

So far as we've been able to discover, no other station within KGKO's primary area is conducting or was conducting such a series when the KGKO *Suburban Editor* was born last July. The first step, therefore, was to select carefully some 50 small-town papers strategically located within KGKO's primary area and to write each of the papers' editors a personal letter explaining what sort of program to expect and when to listen for the initial airing. Each editor was requested to place the *Suburban Editor* on his exchange list. This, in itself, was a somewhat "daring" request since several nearby stations were subscribing to these same papers in an effort to obtain special favors.

However, 20 editors responded at once by placing KGKO on their free exchange list, and judging from later comment, they and their townships have received double their original investment.

After one or two programs had been offered, just to prove to any suspecting newspapermen that KGKO had nothing sinful up its sleeve, an editor was issued an invitation in the form of a personal letter from the *Suburban Editor* to visit KGKO's studios for an "informal radio chat . . . write your own two-page double-spaced typewritten interview . . . mention your town's attributes and your paper's. . ."

The *Suburban Editor* program was scheduled at 9:45 a.m., Sundays, a time when a large rural audience could be reached and a time when guest editors may journey to KGKO's studios for their informal chats.

Already eight editors have been interviewed, among them being H. B. Fox of the *Madisonville Meteor*, recent winner of a $500 Best Rural Editor Award. After each interview the visiting editors and their families are taken on a studied tour of KGKO's studios and given a bird's-eye tour of the city from the observation walks connected with the station's 18th-story studio. KGKO boasts that whenever a visiting editor returns to his home town he carries with him an entirely new slant on the broadcasting industry as a whole.

Promotion Follow-Ups

But here's the beauty of the entire plan. Wishing to maintain this valuable friendship between the 20 papers on the KGKO exchange list it was decided to take no advantage in any way of the possible enthusiasm of any editor. After the program's introduction the editors were not bombarded with publicity blurbs. Of their own volition they wrote feature stories of their KGKO visit, etc. Then they received personally, mats of the Suburban Editor in action before a KGKO microphone with cutlines explaining where the station could be found on the dial.

Later, this was followed by single column mats of various KGKO artists appearing on certain commercial programs with cutlines giving program times but no mention of sponsor's name. KGKO's publicity department scored 90% on this phase and later, whenever special events are planned, or new programs introduced a score of 85% can be depended upon. Naturally, KGKO's merchandising department makes much ado with time buyers about the more than 200,000 premium rural reader-listeners, outside of several metropolitan daily subscription lists, that KGKO's publicity department can break into!

ELBERT HALING, Suburban Editor of KGKO, Fort Worth, left, interviews Garland Farmer, editor of *The Henderson Times*, Henderson, Texas.

WKZO Is Winner In Long Litigation

Soon to Use Unlimited Time With Directional Antenna

VICTORIOUS in its six-year fight for full-time operation, WKZO, Kalamazoo, is speeding construction of its new antenna array which will permit it to launch unlimited time service within three months, according to announcement Oct. 16 by John E. Fetzer, president and general manager.

With the denial Oct. 9 by the U. S. Supreme Court of the petition for a writ of certiorari filed by WOW, Omaha, to review the ruling of the lower court sustaining the WKZO full-time grant, the last legal obstacle was eliminated. For the last half-dozen years, WOW has opposed the full-time operation of the Kalamazoo station on the frequency on technical interference grounds. The FCC decision granting WKZO full time was sustained by the appellate court after which the review was sought in the highest tribunal.

Operating on the choice 590 kc. frequency with 1,000 watts, WKZO is now an outlet of the Michigan Network. It is considered likely the station will procure a national network affiliation and conversations already are in progress with NBC regarding both Red and Blue and with CBS. In addition to Michigan Network programs, WKZO during the last several years also has broadcast sustainers from the Blue.

The WKZO transmitter plant has been moved to a new location north of Kalamazoo, designed to give it coverage of both that city and Grand Rapids. The new Western Electric transmitter has been in operation from that site for some time, together with a 325-foot Lehigh tower. This tower will be duplicated with two additional towers for directional operation to protect WOW. The additional towers probably will be completed within 90 days.

New studios completed several months ago are located on the seventh floor of the Burdick Hotel. Completely modern in every respect, the studios occupy some 5,000 feet of floor space and include separate departments for news, program production, copy, public relations and sales. Ted Matthews, formerly manager of WNAX, recently joined WKZO as national sales manager, and John O'Hara, formerly of the Bon Ami Co., is general sales manager.

By Choice...
THE PEOPLE'S VOICE...

Again this year NBC has arranged to broadcast an impressive galaxy of programs in the public interest... programs designed to serve, stimulate and inform America's millions of radio families—and programs which NBC presents as a public service!

Through them, the lives of Americans in every state—farm and city dweller, from coast to coast—will be enriched.

The sustaining programs listed below are typical of the various types NBC will present this season. Space does not permit a complete listing. In addition, of course, both NBC networks will broadcast scores of programs which, as in the past, will be among the outstanding offerings sponsored by American business.

"Radio is a public service." That is an NBC creed. And because NBC never forgets it, its networks are the most popular in the world!

ART
Art For Your Sake, in cooperation with National Art Society

LITERATURE
The Bookman's Notebook, by Joseph Henry Jackson
Between the Book Ends, with Ted Malone
Pilgrimage of Poetry, with Ted Malone
Meet Mr. Weeks, with Edward A. Weeks

PUBLIC AFFAIRS AND NEWS
America's Town Meeting of the Air
University of Chicago Round Table
National Radio Forum
Daily Associated Press News Bulletin
Daily Foreign Language Broadcasts
Special Broadcasts of Events of National and International Interest
Consumer's Program
Youth Questions the Headlines

DRAMA
Great Plays
NBC Radio Guild
Arch Oboler's Plays

HISTORY
Story Behind the Headlines, by Cesar Saerchinger and American Historical Association
The Torch of Progress, by Edward Howard Griggs

MUSIC
NBC Symphony Orchestra and Arturo Toscanini
Metropolitan Opera
Metropolitan Opera Guild Operalogues
Paulist Choristers
Rochester Philharmonic Orchestra
Rochester Civic Orchestra
Cleveland Orchestra
Philadelphia Symphony
Eastman School of Music
Music and American Youth
Music for Young Listeners
Radio City Music Hall
Chicago Civic Opera
American Art Quartet
NBC String Symphony
Primrose String Quartet
American Art String Quartet
New Friends of Music
Music Appreciation Hour

RELIGION
Call To Youth
Catholic Hour
Message of Israel
National Vespers
Time for Thought
Radio Pulpit
Religion in the News

CHILDREN
Alice in Wordland
Johnny Carruthers
Yesterday's Children
Renfrew of the Mounted
Vernon Crane's Storybook
Bright Idea Club
Adventure In Reading

PSYCHOLOGY
Human Nature in Action, with Harold D. Lasswell

VOCATIONAL GUIDANCE
On Your Job, in cooperation with National Vocational Guidance Association, N. Y.

SCIENCE
The World Is Yours, Co-sponsors—Smithsonian Institution, U. S. Office of Education
Science on the March, with Dr. Forest Ray Moulton
Magic Waves, with Dr. Orestes H. Caldwell

HEALTH
Medicine in the News, in cooperation with American Medical Association

PROFESSIONAL EDUCATION
American Education Forum, with Dr. Grayson Kefauver

GENERAL
Calling All Stamp Collectors
Order of Adventurers
No School Today (Safety)
National Farm and Home Hour
Sports Events

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System **A Radio Corporation of America Service**

Feasibility of Wireless Chain Is Contested at FCC Hearing

LaGuardia Asks Permit for WNYC to Pick Up WRUL; Ring Points to Reception Problem

By LEWIE V. GILPIN

CONFLICTING views on the feasibility of operating a "wireless network" of educational stations were brought out Oct. 23 at a hearing before a special FCC committee on the petition of Mayor F. H. LaGuardia, of New York, for amendment of FCC rules to allow WNYC, New York municipal station, to pick up via radio receiver and simultaneously rebroadcast on its regular broadcast frequency certain programs of WRUL (formerly W1XAL), Boston, international station operated by World-Wide Broadcasting Corp.

Although Mayor LaGuardia emphasized during an appearance at the hearing that his petition was limited specifically to the case of WNYC, discussions at the proceedings extended in general terms to adaptation of the "wirelesse rebroadcast" idea on a national scale.

Following statements by WNYC and World-Wide witnesses that although conclusive tests have not been made, "wireless rebroadcasts" of WRUL programs probably could be accomplished, since satisfactory reception of the programs has been registered in various sections of the United States, Andrew D. Ring, FCC assistant chief engineer, testified the rebroadcast service could not be conducted on a consistent basis under present conditions and that improvement of the domestic signal of an international station, such as WRUL, to a point where it would be consistently dependable for rebroadcast in this country, could be attained only at the expense of the station's international service.

No Policy Change Sought

The hearing was conducted before a three-man FCC committee comprising Commissioners Case, chairman, Craven and Payne. William C. Koplovitz, FCC assistant general counsel, handled cross-examination of witnesses and presentation of FCC testimony and exhibits. Testifying during the Oct. 23 proceedings were Mayor LaGuardia; M. S. Novik, director of WNYC, and Frank D. Schooley, program director of WILL, University of Illinois station at Urbana, examined by Herman J. McCarthy, New York assistant district attorney; Walter S. Lemmon, World-Wide president, by A. B. Landa, counsel; W. Y. Elliott, Harvard professor and member of the World-Wide Educational Council, by M. M. Jansky; and S. Howard Evans, secretary of the National Committee on Education by Radio.

Although he said he had no quarrel with commercial stations, Mayor LaGuardia stated that encouragement of non-commercial stations in this country is "not only desirable but necessary." He added, "I don't believe we'll have the ideal radio situation in this country until we have one non-commercial for each commercial station. These would serve as a protection to the people at a time when our country might starve for accurate information on some given point."

He explained that in his petition he was not asking the FCC to change the basic policy of America's international broadcasting, but only to allow the fuller use of existing facilities. He stated he thought the experiment would be beneficial, and so far as the technical problems involved went, "if we can accomplish it, fine; if not, we just don't".

Mr. Novik said it was believed the wireless rebroadcast operations could be conducted with an initial cost of only about $1,000 for receiver equipment. He cited the Harvard Tercentenary programs of 1936 as an educational feature much wanted by WNYC at the time, but which could not be carried by the station because of the wire charges involved.

Mr. Schooley declared the National Assn. of Educational Broadcasters, of which he is executive secretary, backed Mayor LaGuardia's idea at its recent convention at Ames, Ia. Stating that WRUL originates certain programs that would be valuable features from an educational standpoint for non-commercial stations over the country, he added that it was likely NAEB stations could make good use of certain Eastern programs.

Rebroadcasting Abroad

Calling attention to successful rebroadcasting in foreign countries of American shortwave programs, Mr. Lemmon declared existing facilities could be put to greater use if FCC rules were relaxed to at least allow experimentation in domestic rebroadcasting. He maintained that such amendment of the rules would not affect the principles of the international broadcast rule. As evidence of the reception of WRUL's international program in this country, he offered a photostat collection of telegrams received from various parts of the United States attesting "good reception" of the programs. Mr. Lemmon also urged relaxation of the rules "as a protective measure against the day when wire connections might be disturbed", presumably in the event of a military invasion of communications centers such as New York.

Cross-examined by Mr. Koplovitz, he recommended that the rule be amended to allow all educational stations to rebroadcast international programs and vice versa. Reminded of the right of a station to transcribe a program under similar circumstances for subsequent rebroadcast, Mr. Lemmon cited the alleged disfavor among listeners of transcribed as opposed to live programs.

Discussing the Havana and Madrid treaty commitments, Prof. Elliott reemphasized that the "wireless network" plan was merely a move to make fuller use of present facilities "within the strict letter of international conventions". Aside from technology, the experiment would be interesting from the standpoint of developing educational schedules, he added. He held that as long as the primary international coverage did not decrease, there would be no harm in making use of the "by-product" secondary domestic coverage in this manner.

Lichty in San Francisco Chronicle

"Don't be discouraged because you're only a small independent, Tommy — someday you'll be a big network."

Reception Difficulties

Mr. Evans pointed out that one of the original purposes of the National Committee on Education by Radio at the time of its founding in 1930 was the organization of a network of educational stations. He declared that such a network, through lightening the load on the program staffs of individual stations, would allow the staffs to concentrate on obtaining better quality in fewer programs, at the same time yielding a general rise in quality in the programs of all the educational stations in the country.

Mr. Ring, chief FCC witness, took the stand after Philip F. Siling, assistant chief of the FCC international division, had identified a series of exhibits based on the international frequency spectrum, offered by Mr. Koplovitz. Identifying a further series of FCC exhibits, among them maps showing locations and directive patterns of educational, municipal and international stations in this country, Mr. Ring declared that the frequencies of the international broadcast band are "virtually unsuitable" for dependable domestic service under present circumstances. An international station could give no consistent reliable service suitable for rebroadcast through the United States without revisions specifically for that service and at the expense of the international service, he said.

The feasibility of the idea depends primarily on reception of a good signal, Mr. Ring pointed out, and the proposed experimental operation would merely locate certain spots of satisfactory reception and not necessarily result in country-wide rebroadcast service. Cost of necessary equipment would run to several thousand dollars, depending on the frequencies considered, he estimated, pointing out that in addition to a high-fidelity receiver, an intricate diversity antenna system might be necessary.

Northeast Studies Collegiate Hookup

Leased Wire System Visioned By Radio-Minded Students

INTERCOLLEGIATE leased wire broadcast system, linking Brown, Dartmouth, Harvard, M. I. T. and Wesleyan universities, is visioned in a plan being developed by Brown, which for several years has operated its own wired radio frequency system, the Brown Network, to serve Brown students. The inter-school network would, in addition to providing entertainment for listeners and experience for radio-minded students handling technical details, promote "friendly contacts" between the participating schools, its backers believe.

Arrangements already are nearing completion for a tie-up between Brown, Wesleyan and Harvard, according to George Abraham, chairman of the board of the Brown Network. Dartmouth and M. I. T. have shown interest in the idea, and other colleges are being invited to join. The network idea grew from Brown's student-owned and operated intramural system, conceived by Abraham during his freshman year and originating from a simple two-way communication hook-up with a friend in his dormitory.

At present the Brown Network is a major extra-curricular organization on the campus, with soundproof studios and a central control room, 30 stations in dormitories and fraternity houses where programs can originate, a staff of 75 members, and complete program, advertising and technical staffs. The Network is a wired radio frequency system, broadcasting on 570 kc., and needing no license since power is so small that broadcasts can be heard only on radios within a few feet of the transmission lines. Programs are carried over 30,000 feet of wire strung through steam tunnels into dormitories and fraternity houses. Programs include recorded music, lectures, student skits and interviews, campus news flashes, and pickups of athletic contests through a portable unit operated in conjunction with the main studio. Part of the operating expense is covered by sale of commercial time to advertisers.

To License Schools

AFRA, following in the footsteps of Equity, is preparing rules and regulations for radio schools and intends to license them in the future. AFRA intends to use the same "house-cleaning" methods employed by Equity, which, through its strict government, helped clear the field of allegedly irresponsible schools and little theatre movements. There are so-called radio schools in Southern California whose standards of ethics are disputed and Los Angeles Chapter of AFRA has received many complaints. For legitimate groups, under the proposed plan, a given number of amateur performers will be allowed to appear on certain radio stations and programs, but under AFRA approval.

WBZ-WBZA, Boston-Springfield, has made a tieup with the *Boston Transcript* whereby that newspaper's news is made available for local or national sponsorship.

XUM

"Sauce for the Goose Is Sauce for the Gander"

. . SO HERE'S A CONTEST

For Advertising Men *only*

$500.00 CASH

FOR THE BEST NAME DESCRIBING THE TERRITORY COVERED BY THE PRIMARY AREA OF OUR STATIONS

ADVERTISING MEN have inflicted contests on the American public to such an extent that most folks now go to bed haunted by those words "FREE PRIZE." Therefore, we're giving you a dose of your own torture. *This contest is for advertising men and women only!*

Frankly, we're up against it. We need a name accurately describing the combined primary areas of *The Cowles Stations* . . . a term such as "America's Breadbasket." Thus far we can't find it . . . so, we're asking your help.

We'll tell you anything about this rich market you need to know — give you facts, figures and success stories, to help you give us the name we want. Then, if you'll supply a punchy "monicker," that pleases our judges, we'll remit with a check for $500.00. Get busy now . . . Check the map — study the facts! Write for more if you need 'em.

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations*, Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.

IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

Out our way there's a fellow who's nuts about statistics. He likes to whisper in your ear such things as "Listen . . . In the primary area of these four stations there are 10.7% of the nation's farms. Yet, these farms receive nearly 17% of the nation's total cash farm income. And the folks who live on 'em drive over 17% of the nation's autos, and over 25% of the tractors."

At his finger tips he has facts about our 20,630 retail food outlets, 14,873 filling stations, 4,117 apparel stores and 3,048 drug stores. And, say, he can carry on till you've got phactofobia. But, don't let him . . . make him write it to you. Address "Market Facts Chief" with the message, "Give us the dope," and you'll get it.

P.S. — He also wanted to say that in this market, which has a total retail volume of over 1,500,000,000 smackers, there are over 1,364,000 radio families you can reach on one low combination rate.

Contest Closes December 31, 1939 . . . Mail Entry Now!

The Cowles Stations

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

WMT CEDAR RAPIDS - WATERLOO ★ KRNT DES MOINES ★ KSO DES MOINES ★ WNAX YANKTON - SIOUX CITY

Represented Nationally by THE KATZ AGENCY

Injunction Covers New Florida Law

Court Extends Restraint to 1939 Copyright Statute

EXTENSION of the temporary injunction granted last year against the Florida copyright monopoly law, to include the revised statute enacted this year, was authorized Oct. 19 by a specially constituted three-judge Federal court in Jacksonville, as a result of new litigation initiated by ASCAP.

The court held that the 1937 Florida statute, on which it had originally issued the temporary injunction and the revised 1939 legislation, are both aimed at the same situation and that no harm would result from temporary delaying enforcement of the 1939 statute. It concluded that the "balance of convenience" lay in deciding the constitutionality of both statutes at the same time and added that no ruling on the merits of the new law was to be inferred because of its action in extending the temporary injunction to cover the 1939 statute.

Monopoly Ruling Refused

The court refused to rule on ASCAP's motion to strike the Florida Attorney General's counterclaim which he imposed in the 1937 suit, asking that the court issue a permanent injunction against ASCAP operations in Florida as being a "price-fixing monopoly". It reserved decision until the final trial on the merits, though it was strongly urged by ASCAP counsel to strike the counter-claim immediately.

Presentation of evidence and final determination of the constitutionality of both statutes will be effected by the court as quickly as possible, it was indicated. The special court, comprised Judges Long and Strum of the District Court and Judge Hutchison of the Circuit Court of Appeals. ASCAP's Florida attorneys, Frank Wideman and Manley Caldwell, were augmented by Louis D. Frohlich, ASCAP general counsel, and Herman Finkelstein, his associate. E. C. Mills, chairman of the ASCAP administrative committee, also was present. Appearing for the State were Assistant Attorney General Tyrus A. Norwood, Lucien H. Boggs, of Jacksonville, and Andrew W. Bennett, NAB counsel, acting as special assistant.

The new Florida statute requires full disclosure of copyrights by the copyright owners through filing of catalogs with the State. It sanctions blanket licensing and blanket fees provided each member of the copyright group makes available to the user, the right to use on a "per piece" basis the prices determined by the copyright owner and filed with the State. It prohibits blanket licenses which require payment on programs not using music coming under the license. The statute is similar to those in force in North Dakota and Kansas.

CHARLES STARK, CBS announcer, is compiling a book composed of the best odd stories he has reported on his program *The Odd Side of the News*, heard on CBS for the past two years. During this time, Mr. Stark has reported five oddities a day, making 5,000 stories, from which he plans to choose 200 for use in the book.

San Francisco Talks Barred From Air For Failure to Provide Advance Texts

THE QUESTION of upholding neutrality of the air arose in San Francisco in October when the Commonwealth Club was banned from the air by the NBC, for the first time in its 15 years of broadcasting talks on world affairs, because advance transcripts were not provided.

NBC refused to release the regularly scheduled Friday noonday talks emanating from the Commonwealth Club luncheon-meeting on the Pacific Blue network as had been the custom. Chester Rowell, director of the Club and columnist, now in the East, was to represent the club in discussions on the subject with the FCC.

Controversial Topics

Heretofore the Commonwealth speakers had not been requested to provide advance copies of speeches but according to Glenn R. Dolberg, NBC program director, due to the highly controversial topics discussed by guest speakers in past weeks and in line with the recent national agreement regarding radio neutrality, NBC demanded the advance copies.

Mr. Dolberg explained that the ban was in no way to be considered an attempt at censorship, other than a safeguard for the broadcaster. He pointed out that the speakers scheduled to have gone on the air and their respective topics were: Kirby Page, "Must We Go To War?"; Dr. Hugo Phillips, "British Policy—Yesterday, Today and Tomorrow"; Dr. Walter Morritt, "European Madhouse"; Dr. Alfred G. Fisk, "Our State in Europe".

William L. Hudson, executive of the Club, stated, "We aren't going to submit any manuscripts until we know how far this thing goes. Until we find out what it all means, we're going to sit tight. Our relations with NBC are still friendly."

It was explained that many of the guest speakers arrive in San Francisco the same day as the broadcast and still others speak extemporaneously, making it practically impossible to furnish advance scripts to the studios. The Commonwealth Club has been broadcasting on either KPO or KGO in San Francisco since 1924.

DAVID APPOINTED ASSISTANT TO FLY

APPOINTMENT of Nathan H. David, Boston attorney, as assistant to Chairman James Lawrence Fly, was announced Oct. 20 by the FCC. Mr. David, a native of Massachusetts, is 26 years old. He assumes his new duties Oct. 23.

Mr. David

Since 1937 Mr. David has been with the Boston law firm of Burns & Brandon, headed by John J. Burns, former general counsel of the Securities & Exchange Commission. Mr. Burns was chief counsel for CBS during the FCC Network Monopoly Inquiry which covered a six-month period last winter.

A graduate of Yale University in 1934 magna cum laude, Mr. David stood fourth in his class when graduated from the Harvard Law School three years later. He served two years on the board of *Harvard Law Review*. While with the Burns firm Mr. David assisted in the preparation of evidence and law in support of New England's position in the Southern Governors' Rate Case. He also specialized in work involving the Securities Act, the Exchange Act, the Public Utilities Holding Company Act, Fair Labor Standards Act, Labor Relations Act and motor vehicle regulations.

JOHN ROYAL, NBC vice-president in charge of programs, left New York Oct. 20 for a three-week vacation in Mexico.

VISITING STARS of Wichita's annual Harvest Festival and Fat Stock Show were these pajamaed-and-robed toast-munchers, also headliners of the NBC *Breakfast Club*. Coming to Wichita at the behest of Herb Hollister, general manager of KANS, the trio demonstrated their drolleries in two personal appearances as well as a cut-in performance by remote control, with the cooperation of KANS, on the regular *Breakfast Club* program out of Chicago. Here are the bunch in the midst of breakfast and broadcast (l to r) Don McNeill, *Breakfast Club* m.c.; Arch N. Booth, executive manager of the Wichita Chamber of Commerce, who during the program read a proclamation granting McNeill everything from an Honorary Firechiefship to the keys of the city; Nancy Martin and Jack Baker, of the gang, and Manager Hollister.

Calisthenic Program Gets Chicago Sponsor, Others Expected Soon

BEATRICE CREAMERIES, Chicago (Meadowgold cheese), has started *Keep Fit to Music*, with Wallace, on WGN, that city, Monday thru Saturday, 9:30-9:45 a.m. (CST). The show is aired sustaining on 36 MBS stations coast to coast. The firm has signed a 52-week contract with WGN and it is understood the series will be sponsored on a number of MBS stations in the near future following the WGN test. Ray Linton, manager of Wallace, set the deal through Lord & Thomas, Chicago agency handling the account.

The *Keep Fit to Music* series has started its fourth consecutive year on WGN and MBS. In October, 1936, Wallace started his physical culture program on WGN, combining exercise commands with lively music for timing. The program was formerly sponsored by Sterling Products for its calcium wafers and more recently by General Mills (Wheaties). Since 1936, more than 150,000 unsolicited letters have resulted from the program. Highly personal in tone, the letters tell how thin women gain weight and plump women lose weight through regular daily exercises.

Wallace's prize pupil is an Arkansas woman who reduced from 367 pounds to 195 pounds. Last summer when Wallace said he might vacation, a total of 34,350 requests flooded MBS mail department for the continuance of the calisthenic program. Wallace's career in reproportioning and weight control began in 1910 when he opened the Wallace Institute in Chicago. During the war he got the idea of exercises to music while watching soldiers parade. In 1927 he started his own recording firm and during the 1927-1929 period sold 1,625,000 phonograph records at $3 each.

Barbasol Spot Test

WASEY PRODUCTS, New York, on Oct. 30 started a 13-week test campaign for Barbasol, using one-minute spot announcements in four markets, with plans to expand if the test proves successful. One announcement is heard daily, six times a week, at various times on KDYL, Salt Lake City; WHAM, Rochester; WBNS, Columbus, and WFBM, Minneapolis. Erwin, Wasey & Co., New York, handles the account.

Safeway Bread Spots

SAFEWAY STORES, San Francisco, on Nov. 1 will launch a radio campaign on behalf of its Julia Lee Wright Bread on a dozen stations in Texas, Kansas and Oklahoma. The campaign, using one-minute transcribed announcements, will run for a month. Account is handled by J. Walter Thompson Co., San Francisco.

New OXO Series

OXO Ltd., Boston, on Sept. 25 started a one-minute spot announcement campaign for its bouillon cubes using the theme "old fashioned goodness in new fashioned form" six times weekly on WCSH WBZ-WBZA WICC WDRC WTAG WJAR WBEN KSFO KHQ KOMO. Platt-Forbes, New York, handles the account.

"I GOT YOUR MESSAGE— THANK YOU SO MUCH!"

● Not long ago a woman from a neighboring Connecticut town was en route to a New Jersey coast resort by car. Sudden illness in her family made it imperative that she be reached at once.

The Hartford police asked us to help. Naturally we complied at once.

Five minutes after her name first went on the air she phoned to thank us! She had heard our message on the radio in her car.

In itself, this is a small thing. We mention it simply as an example of how thoroughly New Englanders have acquired the WTIC habit—and how consistently they listen to us. A big, friendly audience like ours can be a big help to your products in this Southern New England Market.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Announcers' Pact Pends in Chicago

WMAQ-WENR Next; Petrillo Yields WBBM Contract

AFRA contracts covering the basic pay of Chicago announcers will be signed early in November and the contracts with WMAQ-WENR, NBC Red and Blue outlets in Chicago, are expected to be signed by Nov. 2, according to officials of AFRA-Chicago. Following the jurisdictional dispute between the Chicago Federation of Musicians and AFRA [BROADCASTING Oct. 15], the AFM contract covering announcers on WBBM, Chicago, was turned over to AFRA. It provides for a basic weekly minimum salary of $50 for staff announcers and it terminates in October, 1940. WBBM sound effects men and production men remain under the AFM contract, it is understood.

As soon as AFRA had signed the contract with WBBM, it started meetings with the managers of other Chicago stations. For the present, no mention of a code for local commercials is being made and the negotiations solely concern base pay for announcers. Meetings were held in late October with officials of WMAQ, WENR and WGN, but no contracts were signed as BROADCASTING went to press.

Commercial Code

AFRA headquarters reports that proceedings leading to arbitration are going forward on the local commercial code and that an arbitration board will be set up this fall. Members of the broadcaster-agency committee, however, continue to argue that no contract capable of being arbitrated exists. The committee appears to feel that AFRA plans to wait until 1941 when AFRA network contracts expire so that the local code may be signed along with the network code.

The AFM contract covering the staff announcers of WBBM was turned over to AFRA after James C. Petrillo, president of the Chicago Federation of Musicians met in New York Oct. 17 with Mrs. Emily Holt, national AFRA executive secretary, and her assistant, George Heller. Just preceding the acquisition of the contract by AFRA, Chicago recording firms closed for two days to await the end of the jurisdictional dispute between the two AFL affiliates. Mr. Petrillo had wired them that no AFM musician could play for a transcription employing an announcer unless the disc were announced by an AFM announcer.

Since the recording firms are a week ahead with their output of script shows, the two-day suspension simply delayed their usual production activities. It is understood that just prior to the settlement of the union dispute, Mr. Petrillo wired NBC-Chicago to suspend all radio shows using AFM musicians. This ruling, however, was revoked the same night it was given, for Chicago AFRA officials retaliated by threatening to withdraw all AFRA memers if employed on any show using AFM musicians. The stalemate was removed when AFM turned over the WBBM contract to AFRA. The practical effect of the new AFRA contract with WBBM is that the 16 WBBM staff announcers will now get additional pay on network shows.

MILLION-DOLLAR salesmen get their reward, and here are three of that ilk, with their boss, who do their selling for WOR, Newark—(l to r) Ted Herbert, Frank Braucher, vice-president of WOR, Otis Williams and George Schmidt. Last year Schmidt got over the million-dollar hump, and this year, both Herbert and Williams. They were awarded gold watches by Mr. Braucher recently for qualifying as million-men.

Limited Commercial Television May Be Recommended to FCC

Commission Committee Considers Encouragement Of Visual Art by Allowing Some Return

ENCOURAGEMENT of television experimentation through authorization of "limited commercial" operation, is foreseen as a possible recommendation of the FCC Television Committe following a lengthy study of the visual problem.

Fearful lest television experimentation be sharply curtailed because of the heavy expense involved, without monetary return to the experimenters, it is understood the FCC committee, now engrossed in the drafting of its final report, is seriously pondering such a recommendation. In its conversations with leading experimenters, which include such companies as RCA, DuMont, Farnsworth, and Don Lee, the committee apparently has been impressed with the arguments that in order to procure maximum public support of television, the experimenters must be in a position to realize some return. The committee is headed by Commissioner T. A. M. Craven, former chief engineer, and includes Commissioners Brown and Case.

Receiver Sales Small

Since the formal debut of regularly scheduled television last April, by RCA and NBC, coincident with the opening of the World's Fair, sales of receivers have been disappointing. In all, it is estimated that not more than 500 to 1,000 sets have been sold in the New York area, with the average price in the neighborhood of $200. While NBC is transmitting television programs on a regular schedule, the high cost of production and the extremely limited audience at this stage make it inexpedient to spend large sums for programs, it was pointed out.

Just what would constitute "limited commercial operation," should the FCC decide on that course, is conjectural. The industry problem, however, transcends purely the reception factor and involves the entire operation. A licensing policy, in view of the limited number of television bands available, also poses an important problem, and means must be found to encourage development of stations properly located along with receiver sales.

"Limited commercial" operation, in the opinion of some observers, might mean placing of a restriction on rates by stations so that the return would defray operating overhead and not result in a profit. In that way, it is thought, advertisers might be encouraged to experiment with the visual medium and develop a technique so that when television comes of age, there will be a practical knowledge of the medium. Under such limited commercial operation, it is possible the committee might recommend restriction of commercial operation to specified hours of the day.

The committee apparently is sympathetic with the views of experimenters that they cannot be expected to make additional huge investments in television with only the hope of realizing something on these expenditures in the distant future. Moreover, in some cases, corporate stockholders must be satisfied. It is estimated that RCA itself has invested some $12,000,000 in the art during the last decade and that investments of other experimenters probably would bring the total to $18,000,000 or $20,000,000. In recent months General Electric and Westinghouse also have entered the television field.

The FCC committee published the first part of its study last May, recommending a policy of caution and cooperation in dealing with the visual medium. It took no formal action on proposed technical standards for television but left that question to the industry itself. Before embarking upon a definite policy it must weigh many factors, including the possible effect of television upon standard broadcasting. Indications are, however, at this stage no serious competition with the aural medium is foreshadowed.

The committee probably will complete Part II of its recommendations for submission to the full Commission within a fortnight. The FCC Engineering Department, following a conference Oct. 20 with the Television Committee of the RMA, is putting the final touches on its own technical report to the committee, dealing largely with fundamental allocation questions.

With a dozen applications for new television stations now pending and with only a limited number of frequency bands available, the allocations problem confronting the Commission is as knotty as the economic puzzle. In a word, there are more applications than there are available channels. With little known about the propagation characteristics of visual stations on adjacent frequencies and kindred problems, it has not yet been ascertained how a definite allocations policy can be worked out. In all likelihood, the policy will be made sufficiently flexible to compensate for changing conditions.

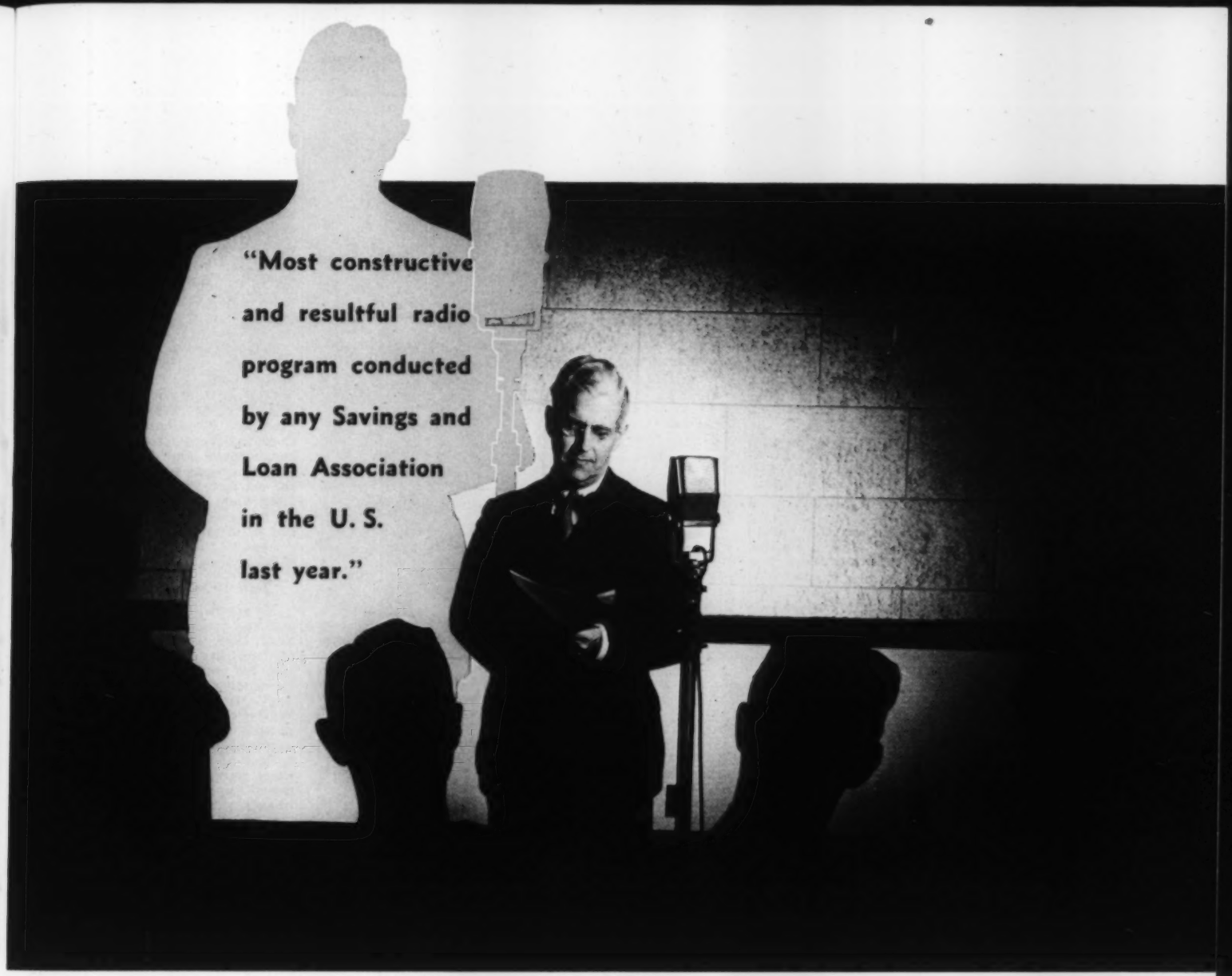
The RMA committee report, submitted by Dr. C. B. Jolliffe, its chairman and former FCC chief engineer, made a series of technical recommendations regarding allocations. Among other things, it recommended that the limit of the service area of a television station shall be the 500 microvolt contour, and that no protection be given outside this contour; that allocations be made to provide service from a station which will satisfy the community to which it is assigned; that in allocating frequencies, certain channels be reserved for high-power stations to render service to large, highly-populated centers and their surrounding areas of economic dependence, and that other channels be used for low-powered stations rendering service to smaller communities and concentrated centers of population.

Hearing May Be Held

Based on present experience in a highly-populated area in which there are tall buildings and large steel structures, the Jolliffe report stated it appeared that wave reflections exist which cause areas of poor reception and difficulty in obtaining satisfactory service. In such areas the seriousness of these difficulties increases with frequency and he concluded that the lower frequencies should be reserved for use in the larger cities.

The recommendations made in the RMA report were based on the use of the seven television channels in the range between 44,000 and 108,000 kc. and did not refer to the 12 channels with unknown characteristics above 150,000 kc. The committee stated, however, that it believed the frequencies above 150 mc. can be used for providing a television broadcast service and that equipment soon will be developed for their use. The report recommended, therefore, that the 12 channels between 150 and 300 mc. be not assigned permanently to television relay or other uses which would make impossible their use for visual broadcast service.

After the FCC committee submits its second report on television, it will then be decided whether a public hearing will be held on the whole subject to develop an actual plan of operation. In its initial report last May, the committee stated that after experimental operation had proceeded to the point where public reaction to television development could be gauged more accurately, a public hearing might be desirable.



STILL GOING STRONG AFTER 492 BROADCASTS!

WKY has a reputation for putting on big shows in a big way. WKY also puts on little shows in a big way. Take "Home Folks Counselor" as an example. Sponsored by Oklahoma City Federal Savings and Loan Association, this five-minute, five-times-a-week program was awarded first place by the United States Building and Loan League as the most constructive and resultful program conducted by any Savings and Loan Association in the United States in 1938.

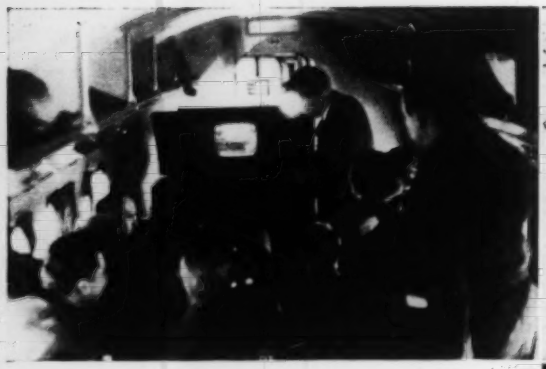
Equally important to Oklahoma City Federal is the fact that this program has chalked up more than 15,000 requests for literature on thrift and home financing during the 492 consecutive times it has been on the air . . . that 407 new saving share and investment accounts totaling more than $250,000 have been directly traced to the program.

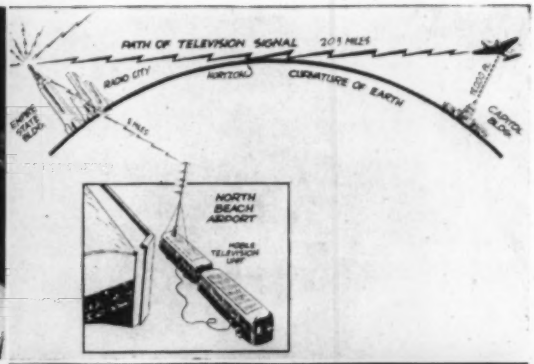
"Home Folks Counselor" is a friendly program. WKY is a friendly station. The two combined form a sales-making coalition of men, methods and machinery that reflects WKY's ability to cope with modern merchandising requirements . . . to build radio productions, large or small, that bring listener approval . . . and results.

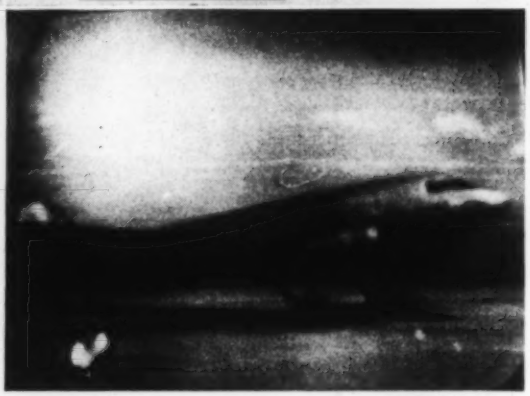
WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.







FOUR miles above the earth, NBC television from the Empire State Bldg. transmitter in New York was received in a United Air Lines plane above Washington. The event marked RCA's 20th anniversary. Newspapermen and Washington officials saw the demonstration on an RCA television set mounted forward in the plane cabin (upper left). This picture was taken at 20,000 feet. A chart of the technical setup shows how the details were arranged. A unique feature was the telecasting of the plane's arrival back in New York, with passengers in the plane watching their own arrival on the television receiver (photo at right). A telecast of David Sarnoff, RCA president, and W. A. Patterson, United Air Lines president, was relayed to the plane. The sound portion of their interview was heard on NBC-Blue. The flight marked the first successful reception of television in an airplane and the first pickup of clear images at a distance of 200 miles, according to directors of the flight.

Reception of Television in Airplane Over Capital Marks RCA Anniversary

By BRUCE ROBERTSON

TELEVISION history was made Oct. 17 when programs emanating from the video transmitter atop the Empire State Bldg. in New York were picked up on a standard television receiver in a United Airlines Douglas C-3 plane flying over Washington, D. C., more than 200 miles distant.

Designed to demonstrate the truth of the theory of television engineers that the ultra-shortwaves carrying the sight and sound signals travel in straight lines and do not follow the curvature of the earth, the performance also disclosed a vast new field for this new art of picture transmission, evoking prophecies that before long airline passengers will be entertained with telecasts of sporting events or dramatic shows as they travel through the air.

High Over Washington

Rising along the line of vision after its departure from New York, the airliner attained a height of 21,600 feet above the nation's capital as the dozen New York newspapermen aboard watched and heard a discussion of radio and aviation progress between David Sarnoff, RCA president, and W. A. Patterson, president of United Airlines, which was taking place in an NBC television studio in Radio City. By means of two-way radio communication, NBC's announcer aboard the plane described the reception of the program and then requested Messrs. Sarnoff and Patterson to pose for a picture which was made by Sidney Desfor, NBC photographer, off the screen of the receiver. This is believed to set a new distance record for photography, with the camerman some 200 miles away from his subject.

Maj. Gen. Delos C. Emmons, commanding officer of the Army Air Corps GHQ, Langley Field, also spoke from the plane, describing the demonstration as "wonderful". He declined to comment on its military applications, however, beyond saying that further developments along these lines would be closely studied by military authorities for possible wartime use.

High spot of the experiment for most of the observers came at the end of the return trip. As the ship approached North Beach Airport the program of motion pictures which had been received was cut short and the passengers saw a picture of the landing field with an airplane in the distance, their own plane, which they watched grow larger as it approached the field, and which they followed on the receiver screen as it circled the field, landed and taxied to a stop a few feet from the camera of NBC's mobile television unit.

Images were remarkably clear at times, especially over New York City and during the landing, but at greater distances suffered from interference of the radio transmitter, ignition apparatus of the ship's twin motors and other electrical equipment in the plane. Ralph Holmes, RCA engineer, and W. A. R. Brown, NBC engineer, explained that at 200 miles the signal from the transmitter was low and that even slight interference seriously impaired image quality. Only change made in the receiver, a stock model, was an adjustment in the automatic volume control to compensate for variations in intensity of received signals caused by the ship's propellers, which, according to the engineers, acted as reflectors.

Because the ultra-high frequencies at which television signals are projected produce waves similar to light waves, which travel in straight lines, television reception on the earth is limited to the horizon and to receive the signals in Washington, 203 miles from New York, it was necessary to fly at a height of more than 16,000 feet, the engineers stated. The attained height of more than four miles, nearly twice the altitude of normal transport flying, required passengers and crew to breathe oxygen during the experiment, while frost formed on the windows of the plane on the side away from the sun.

During the stopover in Washington, representatives of the Army and Navy, FCC and Civil Aeronautics Authority, and several Washington newspapermen were taken up to witness a program originating at the mobile unit at North Beach Airport. Experiment marked the 20th anniversary of the founding of RCA.

Pop Corn Spots

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn), is planning to use radio in selected markets, including one and five-minute spot announcements and station breaks. Tests are now being made on stations in various parts of the country prior to selection of stations and definite program arrangements. Winter Adv. Agency, Des Moines, handles the account.

School Adds 6

UTILITIES ENGINEERING INSTITUTE, Chicago, has added the following stations on a varying schedule for thrice-weekly five and 15-minute programs: WJR KOY WCFL KFNF KFRU WSAU. The list totals 25 stations and will be expanded, according to First United Broadcasters, Chicago agency handling the account.

Brooklyn Hearing Is Reargued Again

Six-Year Fight for Increase In Time Continued at FCC

CONTINUING a six-year scramble for increased operating time on the 1400 kc. channel in Brooklyn, the application of WBBC, Brooklyn, for three-fourths time on that frequency, now shared with three other Brooklyn stations—WLTH, WARD and WVFW—was reargued before the FCC Oct. 19. The move of WBBC, which now operates one-fourth time, would delete WLTH and WARD, leaving WVFW operating the remaining quarter of the broadcast day.

Representing both WLTH and WARD at the hearing, which was attended by Chairman Fly and Commissioners Case, Brown, Walker, Craven and Payne, Attorney Paul M. Segal traced the course of the six-year litigation, dating from 1933 when WBBC originally made its application for increased time, and continuing amid a bewildering series of cross-applications and court actions.

Two Types of Applications?

He argued that since the FCC itself had called upon WLTH in January, 1933, while its regular license was still in force, to file an application for renewal in order properly to conduct a hearing on WBBC's application, the regular renewal of WLTH's license would be "automatic" upon the failure of WBBC's application, either from withdrawal or lack of proof. He argued further there were two types of license renewal applications, the regular application voluntarily filed by the station and that called for by the FCC in particular cases, the latter applying to WLTH in the present instance.

This view met with strenuous questioning from Chairman Fly and other commissioners, who held that notwithstanding the original request the FCC retained its power to determine renewal on a basis of public interest, convenience and necessity, apart from any procedural rule such as that outlined by Mr. Segal. It was also pointed out by the FCC members that while some renewals are granted without hearing, this does not result from any rule forcing such renewal.

Gustave A. Gerber, New York attorney representing WBBC, pointed out that the reargument marked the second hearing on the case after it had been remanded to the FCC by the Court of Appeals. He opposed the view of Mr. Segal, holding that if the FCC finds WLTH and WARD are not operating in the public interest, the matter of their license renewal is finished, since at present they are operating only on temporary licenses, but in the case of WBBC, it necessarily must be cited and be given an opportunity to show in a hearing that allegations of operation not in the public interest are not true.

MBS listeners received a new thrill in radio's coverage of the European war on Oct. 17 when Arthur Mann, the network's correspondent at the front, prepared a recording of his observations within sound of the big guns. This transcription of his voice, made at the front line, was flown to London, then played and relayed to MBS.

LOOK *before you* LEAP

ENTHUSIASM is a fine thing. Yet many company managements, just as individuals, are carried away with it at the wrong stage of the game. They frequently rush into new plans, new policies, new products, before they have appraised properly the full facts.

It is then that enthusiasm becomes costly. Often causing damage in market prestige that is difficult to rebuild. Often causing needless waste of money. Often giving competitors the chance they have been waiting for to edge in and upward.

All major promotional and marketing plans should be preceded by intelligent, unbiased fact finding. Only in this way can strong and weak points be discovered and analyzed before it is too late. Only in this way can dangerous pitfalls be uncovered and avoided.

Why learn the hard, expensive way? Why not try to discover in advance what is wanted, what will work, what has the best chance of success?

The right kind of facts, obtained by the right kind of market research organization, can help guide you to a more scientific profit approach.

Each program, plan, method, appeal, activity and argument is far more likely to be productive if founded upon fact instead of fancy. Sales activities can and should be engineered just as are products.

Look before you leap. Get the facts first through a Hooper-Holmes market research survey. Then you can afford to be enthusiastic —and with much more certain results.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Fun With Fitzpatrick; and Profit, Too

Everybody's Happy as Chicago Sponsor Meets Ladies

By PAUL BRINES

WHEN EVERYONE participating in a business idea makes money out of it, business becomes a pleasure and the pleasure turns into fun. And fun is the order of the day when Fitzpatrick Bros. airs its afternoon show titled *Meet the Missus* on WBBM, Chicago. The program originates at the Home Arts Guild where 400,000 women have eaten lunch during the last nine years, where 300 days of the next three years are booked solidly for members of Chicago's 5,000 social and religious clubs.

Fitzpatrick Bros., makers of Big Jack laundry soap, Automatic soap flakes and Kitchen Klenzer, has distributed 1,500,000 premiums to listeners of *Meet the Missus* during the last three years. The firm has offered about every gadget in a premium catalogue and whenever an offer is made the agency (Neisser-Meyerhoff Inc.) has a staff of 18 mail clerks on tap for the avalanche.

And in Comes Tommy

Behind the success of *Meet the Missus* is an organization unique in America, the Home Arts Guild. More than 36 national advertisers display their products at the modernistic Guild headquarters, test their ideas for package colors, commercial announcements, and distribution procedure. Here's the way it works. A Guild contact man visits the president of some Chicago club. He offers a free luncheon and the use of the Guild headquarters for an afternoon of bridge, asking that the Guild be paid $15 to cover serving and incidentals. He suggests that club members be charged 50 cents or a dollar. Usually 200 women attend the luncheons daily and their club nets $185.

Once inside the Guild quarters, the visiting club woman turns her afternoon over to the national advertisers. But the trick is this; she isn't conscious of it and enjoys herself immensely. The floor she walks on, the food she eats, the air she breathes—everything is the product of a national advertiser.

Highlight of her afternoon is 3:15-3:30, when in bounces a grinning red-headed Irish lad named Tommy Bartlett. At 23, Tommy is a top announcer of the WBBM staff and m.c. of *Meet the Missus* and *The Missus Goes to Market*. The theme of the show is fun and the questions asked are all questions of opinion. Before the show goes on the air, Tommy gets up on a chair and sings "My Wild Irish Rose" which usually brings down the house.

He opens the show by quizzing the club president, then carries his portable mike to all corners of the spacious Guild restaurant to interview the most jovial looking women. Questions like "Do you let your husband out on Thursday night?" result in enough giggles and small shrieks to give any WBBM listener a pleasant afternoon. When things get dull, Tommy gives some fat lady a very proper pinch or accidentally gets entangled with a hat feather.

WHEN *Meet the Missus* takes the air on WBBM, Chicago, from the local Home Arts Guild, members of Chicago's 5,000 women's clubs participate in the fun. The other afternoon Mrs. B. G. Babicky was interviewed by Tommy Bartlett (right), while Dudley Faust, WBBM salesman, looked on. The five-weekly quarter-hour show is sponsored by Fitzpatrick Bros., Chicago.

In 1936, *Meet the Missus* started as a serious quiz show. The club women were asked serious questions of fact. Tommy tapped the humor inherent in "the average housewife" and the program went with a bang.

So much so that Fitzpatrick Bros. added a Saturday afternoon disc show called *The Missus Goes to Market*. WBBM sends its mobile unit to selected retail stores within a 200-mile radius of Chicago and records Tommy's interviews with local shoppers. Plugged during *Meet the Missus, The Missus Goes to Market* has been seen in retail stores by a total audience of 200,000 during the last two years, according to WBBM. It has been recorded in 75 cities in four Midwestern States and follows the same humorous format as *Meet the Missus*.

Experiments on the Side

While the club women lunch at the Home Arts Guild they participate in a series of interesting experiments. Commercial copy is read to them and they vote on their reactions. Premium offers are tested by reading the radio copy, then displaying the actual premium. The ladies leave their names, tell where they shop and what they like. Miss Lucille Joern, of the Guild staff, talks to the women about new products, clever recipes, and each woman is given a recipe book. Advertisers display their wares in a section of the Guild quarters called Street of Shops. After lunch, and before *Meet the Missus* takes the air, they stroll by the displays, peek into a modernistic kitchen.

The effectiveness of the Guild advertising is marked by its informality. There is no high-pressured selling. The "lectures" are conversations during which the most conservative and modest woman feels free to chat. The atmosphere is a combination of the housewife heckling a merchant over the price of beans and the same housewife glowing with satisfaction because her husband likes her cooking.

Will the Guild plan work in other and smaller cities? To this question Irwin L. Rosenberg, who handles the Guild's sponsor contacts, replied, "I don't think it could be worked in any city with fewer than 1,000 women's clubs. The idea demands a new audience every day. The women must come from prosperous neighborhoods. We seldom have the same club oftener than once in two years." But agency men, like H. M. Alexander of the Neisser-Meyerhoff firm, know how effective a well-planned radio program can be when aired from a setting like the Guild provides. And officials of WBBM realize the listener interest of *Meet the Missus*, for they recently signed a five-year contract with the Guild for exclusive broadcasting privileges.

Broadcasts in Book

A PICTURE of the 1939 road to war as reflected in the day-to-day or hour-to-hour broadcasts of a radio broadcasts of a radio commentator is given in *How War Came* [W. W. Norton & Co., New York, $2], a compilation of selected broadcasts of Raymond Gram Swing on MBS. Book is divided into two parts: "From Prague to Danzig," which includes the texts of 27 broadcasts made in the period between March 9 and Aug. 18, and "The Fourteen Days," with 27 more broadcasts made between Aug. 21 and Sept. 3. Texts of manuscripts for the broadcasts were left unchanged except for an occasional alteration from the spoken to the written word.

Chesebrough Resumes

CHESEBROUGH MFG. Co., New York (vaseline products), on Nov. 1 resumes the dramatic series, *Dr. Christian*, on 61 CBS stations, Wednesday, 10-10:30 p.m. (EST), with Jean Hersholt continuing in the title role. Rosemary DeCamp and Gloria Holden are also members of the cast. Dorothy Barstow of McCann-Erickson, New York agency servicing the account, for the third consecutive season is in Hollywood to produce the show. Arthur Gilmore again will announce.

Seller's Sawbucks

USING regular poker rules, S. W. Townsend, manager of WKST, New Castle, Pa., has evolved a unique plan to stimulate salesmanship and reward the sales staff. With the station providing the stakes, WKST salesmen are allowed to draw one card from a regular deck of playing cards for each of their individual contracts for $20 or more. On the first of each month the men choose the best poker hand from their respective cards and lay them on the table. Best hand receives $10.

Unity on Copyright Advised by Craney

Tax-Free Library Restriction Brings Complaint to Miller

DECLARING that "copyright history is repeating itself", E. B. Craney, operator of KGIR, Butte, and other Montana stations, Oct. 16 expressed doubt about the outcome of the present ASCAP crisis unless networks and stations work together, particularly on tax-free music.

In a letter to Neville Miller, NAB president, the active Montanan referred to purported refusal of NBC to make available to stations the tax-free portion of the *Thesaurus* transcribed service as a unit, and "without forcing the stations to take their whole service". He urged Mr. Miller's "serious consideration".

Too Soon, Says Miller

Upon receipt of the Craney communication, Mr. Miller asserted that *Thesaurus* informally had expressed its desire to cooperate with the NAB in its effort to establish a tax-free music reservoir along the lines embraced in the Broadcast Music Inc. plan adopted at the special convention in Chicago Sept. 15. He observed, however, that definite arrangements with transcription libraries could not be made until the Broadcast Music project is under way, with funds available. He felt it premature to ask any organization to change completely its mode of doing business with the industry until definite, tangible propositions could be made.

Mr. Craney's letter follows:

"To me it seems copyright history is repeating itself. We are going through the same sort of 'the industry must stick together' frenzy that we went through in 1932 and 1935. As broadcasters we have always stuck together. As broadcasters and networks we have always found that the networks have walked out on us. This time, as in 1935 and back in 1932, the networks assure us that they are all with us. If this is actually the case, I am wondering why it is today that the NBC refused to make available to broadcasting stations their tax-free portion of their *Thesaurus* transcribed service as a unit without forcing the stations to take their whole service.

"Today NBC claims that 40% of their monthly releases are tax free. Yet to stations who wish to use only this tax free music, they refused to make that service available so that stations can increase their libraries of this type of music but instead, make the stations take the whole service, even though 60% of it will never be used. If NBC was sincere in its statement that it will stick together with the broadcasters and wishes to find a solution for this problem, I am sure it would make this service available separately so broadcasters now could start in building their tax free library service. This is a situation that you and the broadcasters at large should seriously consider at this time."

BECAUSE Dick Bray, sportscaster for WLW-WSAI, Cincinnati, was selected to referee the Notre Dame-Navy game at Cleveland on Oct. 21, WLW carried the Alabama-Tennessee game on NBC-Blue rather than independently originate a football broadcast on that day.

Official Communiqués

FROM THE HOME FRONT!

FROM LOCAL LUMBER DEALER: "We have enjoyed a very good spring and summer business, particularly in our remodeling plans featured over KVOR."—V. L. Collier, Collier Lumber Co.

FROM LOCAL BAKERY: "After studying various media, and specifically the audience, we're sold on KVOR and are placing with you the most extensive campaign we have ever attempted."—A. C. Hanneman, Star Baking Co.

FROM LOCAL BUICK DEALER: "When someone asked me what I thought of KVOR's ability to get results, my answer was that I have been using KVOR for 3 years."—H. D. McDonald, President, Strang Garage Co.

FROM LOCAL DEPARTMENT STORE: "It has been our experience that you have a large and responsive audience not only in Colorado Springs but also in cities and towns for miles around."—R. B. Frost, Giddings, Inc.

FROM LOCAL GOODRICH STORE: "For the second year in succession we have spent a good share of our advertising budget on KVOR. And for two years we have shown a highly gratifying sales increase."—L. R. Wilson, Manager.

FROM LOCAL COFFEE COMPANY: "We have used KVOR to sell our Derngood Coffee in Colorado Springs and also the territory surrounding. Results have been very satisfactory in both instances."—J. J. Dern, Dern Company.

FROM LOCAL SHOE COMPANY: "Although we have been in Colorado Springs 50 years, I feel our 2 years of KVOR broadcasting has brought us customers that we had never reached before."—F. M. Baity, Vorhes Shoe Co.

THE soldiers who hold down the front line trenches in the battle for sales in the Colorado Springs-Southern Colorado sector have found their most powerful weapon in KVOR.

The reason... KVOR, one of the pioneer stations of the Rockies, has positively and definitely established itself as the Home Station of the area. Actively and earnestly, KVOR goes about daily making itself an integral part of its community. Every civic, cultural, educational and religious interest affecting its area finds expression in its program structure. Scores of locally produced shows, newscasts and sportscasts are eagerly listened to.

Network centers were surprised when, in 1938, KVOR was awarded Variety's recognition as the nation's outstanding station for community exploitation. Listeners in Southern Colorado simply took this honor as an official confirmation of their own rating for their own station. And sponsors saw in this designation a reason for the highly gratifying manner in which KVOR handled their sales jobs.

KVOR Colorado Springs

COLUMBIA NETWORK • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KLZ, DENVER (*Affiliated Management*) ★ REPRESENTED BY THE KATZ AGENCY, INC.

INVENTED by Vernon Mallory, 26-year-old control engineer of WOAI, San Antonio, this apparatus makes it possible for an airplane pilot to turn on, while in the air, boundary and runway lights from the cockpit of his plane. Demonstrated with success recently to civic, government and military representatives, the idea was conceived by Mallory six years ago after hearing pilots talking about having to drop flares in order to land after lights on the landing field had failed to come on because the watchman was asleep.

Sale of South American Time Planned By New Crosley International Station

WITH THE completion in November of the new Crosley 50,000 watt international station, WLWO, efforts will be made to sell time on the station pursuant to the new rules governing international broadcasting stations permitting sponsorship, according to announcement Oct. 18 by the Crosley Corp. Formerly known as W8XAL, the station will begin operation with entirely new equipment and will beam its signals toward the South American market. The station management and operation, along with the pioneering work in time sales, will be under the direction of James D. Shouse, Crosley vice-president in charge of broadcasting, and Robert Dunville, general sales manager.

The signal will be concentrated along the east coast of Brazil, Uruguay and Argentina, directed toward such cities as Rio De Janiero, Buenos Aires, Montevideo and Sao Paulo. It is estimated WLWO will transmit more than 100,000 watts in this direction. A rhombic antenna concentrates the station's full output in a small beam, making it possible to deliver a signal strength of more than 600,000 watts at any given point, it was stated.

To Use Six Frequencies

The station will operate on six frequencies, which will be changed throughout the day so that the comparative signal strength always reaches the east coast of South America. The frequencies are 6060; 9590; 11,870; 15,270; 17,760, and 21,650 kc. An automatic frequency change system has been devised by R. J. Rockwell, Crosley chief engineer, whereby the frequency shifts can be made without a time lag. The push-button arrangement permits the frequency shift "as quickly as you can snap your fingers", Crosley announced.

Simultaneously, it was announced that Crosley is adding to its staff both Spanish and Portugese announcers, continuity writers and promotion men. In Brazil and Argentina, the two most sought after countries from the merchandizing standpoint, different languages are spoken. Brazil with a population of approximately 45,000,000, has 420,000 receivers. Argentina, on the other hand, with a population of about 12,000,000 has 1,110,000 receivers. Despite the low ratio of set ownership, it was stated that in many South American towns, there are community receivers for community listening. In the specially devised programs there will be emphasis on music though numerous news periods are contemplated.

WLWO will be new only in call letter and equipment. Its predecessor, W8XAL, first began operation in 1925. It has operated with 10,000 watts.

Gophers Bombed

PARTICIPATING in the Flying Peace Crusade, a 30-plane armada "bombing" Minnesota communities with keep-out-of-war petitions under auspices of the *Minneapolis Times-Tribune*, Dr. George W. Young, owner of WDGY, Minneapolis, flew his own plane and made the only scheduled broadcasts during the trip. Landing at Rochester and Winona, Dr. Young spoke over KROC and KWNO on behalf of the peace flight, and later was interviewed on WDGY by Joe Ferris, *Times-Tribune* commentator. The signed petitions are being forwarded to Minnesota Congressmen in Washington.

AIRPORT REQUIRES WMCA TOWER SHIFT

REMOVAL OF the transmitter and towers of WMCA from Flushing, L. I., to Kearney, N. J., was authorized by the FCC Oct. 17, to eliminate the hazard to the new $40,000,000 North Beach Airport, one mile distant from the present WMCA site. A sum of $85,000 to cover condemnation and land costs for the present transmitter building and antennas has been authorized by civic authorities.

$135,000 New Plant

To minimize the hazard of the present WMCA antennas, located on a direct line from the longest runway of the new airport, one of the two towers has been dismantled while the second has been cut down from 300 to 200 feet. In so doing, the directional pattern of WMCA designed to protect stations in Syracuse, Youngstown and Asheville, has been eliminated and WMCA's power temporarily reduced to 500 watts from its present authorization of 1,000 watts full time.

Construction of the new transmitter at Kearney, under the FCC ruling, must be effected within four months from Oct 15. By virtue of the new location, WMCA is applying for 5,000 watts day and 1,000 watts night on 570 kc., with ultimate hope of procuring 5,000 watts full time under the new FCC rules. It is estimated cost of the new installation, including a new 5,000-watt transmitter to replace the present composite unit, would be in the neighborhood of $135,000.

You Can't **fool a** *Wise* **buyer**

That's why you time buyers know the tremendous selling power of a station with an audience of **consistent listeners.** You know that such voluntary preference will bring **consistent results.**

From sunup until late at night, the great majority of dials throughout Kansas and almost half of all adjoining states are set at "580"—WIBW's powerful, productive frequency.

As a canny time buyer, you'll say, "Prove it." We'll not only prove it, but furnish you with a lot of mighty useful analytical material, if you'll write for your free copy of our new Kansas Radio Audience Report. This is a complete, door-to-door study of urban, village and rural listening habits. Program preferences for men and women of all age groups are broken down by place of residence. These valuable unbiased facts are not designed to "sell" WIBW, but to help you arrive at your own decisions.

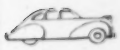
Write Today For Your Free Copy

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

In the **WWL New Orleans** Market

they're buying

	Postal Receipts are	**UP** 5%
	Building Permits	**UP** 23%
	Telephones in Service	**UP** 6%
	New Motor Vehicles	**UP** 29%
	Department Store Sales	**UP** 1%
	Furniture Sales	**UP** 1.8%
	Electric Power Use	**UP** 8%
	Bank Deposits	**UP** 9%
	Private Employment	**UP** 181%

Based on figures compiled by the Bureau of Business Research, Louisiana State University, comparing August, 1939 with August, 1938.

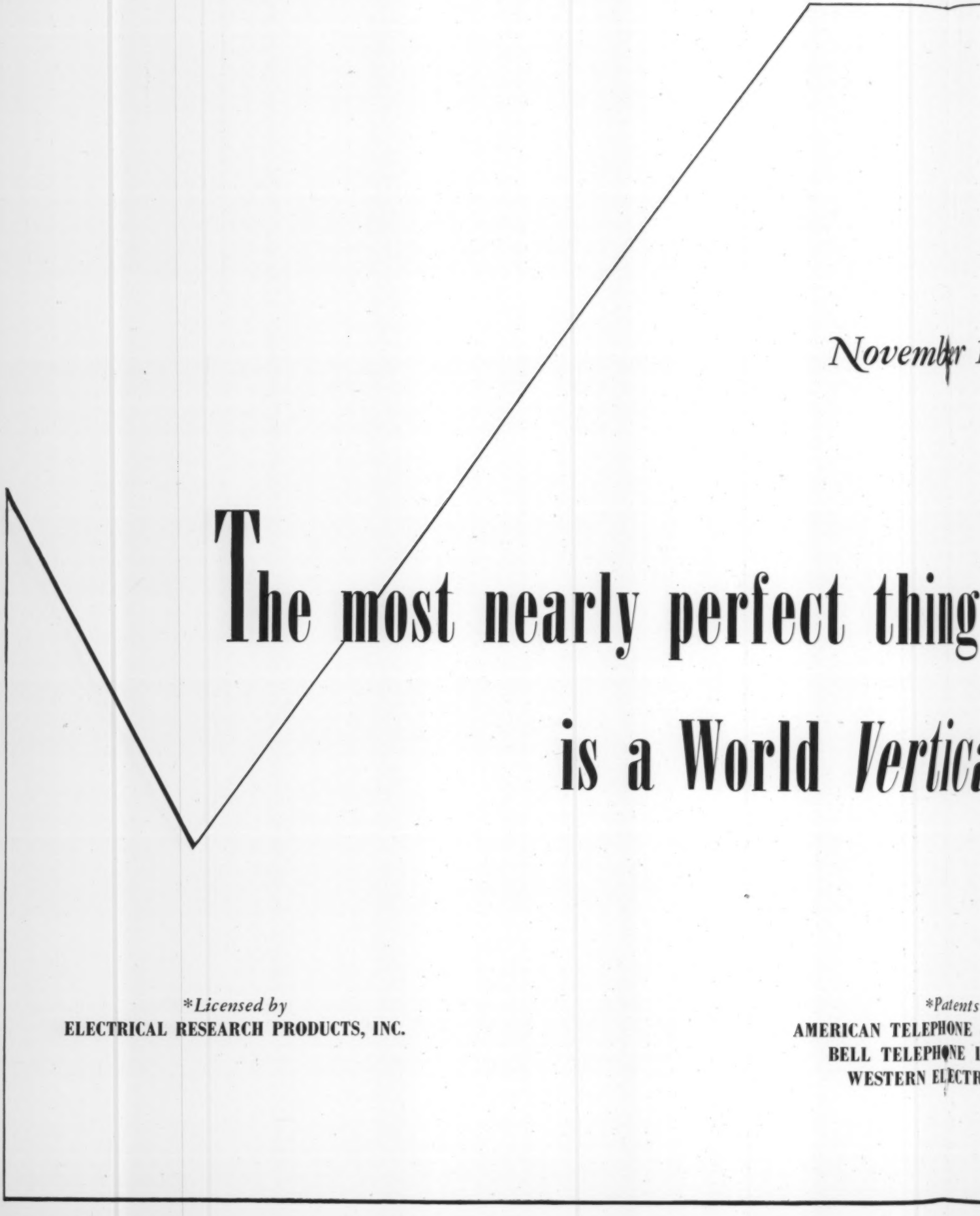
So advertisers are buying—

dominant **WWL** the 50,000 watt station in **New Orleans**

Our sales are **UP** 64.6%

Use one station—WWL New Orleans—and you win this big fast-buying market. WWL gives 50,000 watt power—*plus* the power of leadership. You get more than just coverage—you get EFFECTIVE coverage—and that means *results*. (Proofs from Advertisers are in our files.) Loyal listeners turn *first* to WWL—and stay with WWL—for CBS network programs and their favorite local features.

Tell - Sell - over WWL New Orleans - CBS AFFILIATE - NATIONAL REPRESENTATIVES - THE KATZ AGENCY, INC.



November

The most nearly perfect thing

is a World *Vertica*

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ELECTRICAL RESEARCH PRODUCTS, INC.

**Patents*
AMERICAN TELEPHONE
BELL TELEPHONE L
WESTERN ELECTR

nber 1, 1939

ing in recorded sound

tical-Cut Wide Range transcription*

*Patents of
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HONE LABORATORIES
ELECTRIC COMPANY

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Hearts & Flowers

COL. FRANK KNOX's *Chicago Daily News* literally rips the pants off the broadcasting industry for its fight against ASCAP, in an editorial published in its October 17 issue. Gene Buck, ASCAP's "grey eagle", or E. Claude Mills, who turns a neat phrase in his own right, couldn't have produced a screed more effectively espousing Tin Pan Alley's cause.

But the *News* editorial, like all of ASCAP's diatribes against broadcasting, falls flat because it doesn't deal in facts. The broadcasting industry has never sought to "deprive song writers and song publishers of reasonable recompense". It simply wants to pay for what ASCAP music it uses, not a privilege tax on its gross income. Radio needs music, and, at this stage, it needs ASCAP's repertoire. It also needs microphones, copy paper, typewriters, transmitters, antennas, and other appurtenances—all just as important if the station is to continue on the air. But stations do not pay a tax for these; they buy them in an open, competitive market. Music, too, is a commodity.

The issue, really is simple. ASCAP, however, always has preferred to befog it and deal in hyperbole. It portrays radio as a bloated Goliath, dripping with gold, trying to wrest from a thousand tattered song-writing Davids their staff of life. We in radio know this is just so much hogwash. Show us a publisher or writer in ASCAP's exclusive charmed circle who is in dire need, and we'll point out a dozen who sup sumptiously at the Stork Club. But ASCAP finds it easy to dramatize itself to the tune of Hearts & Flowers, while appearing to forego the more crass commercial aspects. With the able editorial assistance of such journals as the *News*, which apparently had not gone to the trouble to inform itself, it can get across its story to the body politic.

Referring to the NAB's Broadcast Music Inc. project for an independent radio-owned music producing organization, the *News* foreshadows its death aborning. But it talks about such a movement giving radio power to "deal dictatorially" with a controlled clique of publishers, composers and authors. This has all the earmarks of an adroit effort to make ASCAP's shoe fit the broadcasters' foot. We would commend to the *News* a reading of Associate Justice Black's dissenting opinion in a recent ASCAP case; of the Department of Justice bill of complaint against ASCAP in the pending anti-trust suit in New York, and of innumerable pages of testimony on ASCAP before Congressional committees and the courts.

The *News* editorial concludes that the only way in which the new organization might become a real rival for ASCAP would be through assuring its "members" greater security and more adequate recompense for their talents. Although we haven't indulged in keyhole eavesdropping, we understand that many writers are far from satisfied with their lot in ASCAP, and that it isn't one big happy family. In passing we might note that the Broadcast Music plan envisages precisely what the *News* editorial views as unattainable.

Goods or Government

THE CONTROVERSY over controversial issues, precipitated by the NAB code, sadly has reached the pitch of rock-throwing and name-calling. To be sure, it strikes at fundamentals in radio, which is in the process of acquiring for itself a tradition, and is doing it in the public gaze. But the issue is not one of life or death for the industry.

As we quibble and quarrel over the right of individuals to buy time in big hunks to espouse this cause or that, as against allotments of free time for the same purpose, we might take a look across the Atlantic to see what goes on there. Abroad there isn't any question at all about free speech, because it doesn't exist. The governments of all the European nations, belligerent and neutral alike, run their radio shows as they please. No individual or organization, save those in power, can as a matter of right buy, beg or steal radio time.

Baukhage, NBC commentator just returned from the European scene, sums it up aptly in his observations published in this issue. The chief difference in radio abroad and in this country, he observes, is that "Radio in America sells goods, in Europe it sells governments".

America is what it is because any citizen can mount the soap-box and holler his head off. If he's enough of a clown or a showman, he gets an audience. But radio is not a common carrier, and it cannot accommodate all comers on any basis. Moreover the station operator has a public service obligation. When broadcasters, of their own volition, get together and decide how they can best serve the public, whether the issue is neutrality or a neuritis cure, we think they are not only within legal bounds but would be derelict if they evaded the issue. The mechanics of contract expirations, enforcement and other collateral problems certainly can be adjusted without thundering headlines, innuendos and mud-slinging.

Again borrowing from Baukhage: "It's well to remember that, while you can't have war without censorship, without some censorship in the first place you probably couldn't have a war."

The Needle Needed

TELEVISION, glamour child of radio for the public, is just an incorrigible, spendthrift brat for the broadcasting industry at this writing. After 10 years of guarded, spoon-fed upbringing, it still isn't out of the kindergarten as a medium of entertainment and enlightenment.

Since April, RCA-NBC has been promoting television for all it's worth in New York, with high-calibre, regularly scheduled programs. The fair-going public looked and became enthralled, but it didn't buy sets. Less than a thousand, we understand, have been sold in New York.

Telecasting is expensive, even by comparison with the supercolossal productions of the movies. Networks and stations alike are wary about sinking money in an experimental venture when its future is so conjectural and when there is no immediate prospect of return. The experimental ban, barring stations from selling time, and even preventing stations from procuring licenses unless they "contribute to the technical art", constitutes restrictions which they cannot treat lightly.

Blame for this condition cannot be ascribed to any single source. Because the FCC has adopted a cautious policy, it has been criticized by certain experimenters, primarily in the set manufacturing end. We do not think that is justified. The Commission isn't responsible for the high cost of receivers.

We think there is merit in the suggestion that the experimental ban on television be modified. Realizing that they can sell time for visual broadcasts and limited only by their own ingenuity, those broadcasters in the field unquestionably would get the needed impetus to make heavy investments in the medium. As in the early days of broadcasting, they would devote the return not with any idea of immediate profit but to defray overhead and build audience.

Television cannot start from scratch. It suffers from aural radio's unexcelled quality. The "looker" won't be satisfied with the squeaky local soprano of radio's cat whisker era. There must be highly attractive programs before sets can be sold. Spot news events, sports, parades and the like will prove a boon—"spotvision" it has been called.

Because television cannot go through a "blooper" era, the same regulatory yardstick cannot be applied to it. Why not lift the experimental ban and let the advertisers themselves and their agencies get in on the ground floor and work alongside the stations in launching the medium?

There is always the chance it won't take. But we have an abiding faith in the resourcefulness of our broadcasting industry and in the genius of our industry. Given the opportunity, they will find means of attracting the advertisers' dollars to pay the way, and of developing visual receivers within the average pocketbook range. To date much money has been ventured, but none gained. That's the wrong approach to a very real proverb.

We Pay Our Respects To —

PAUL HUTCHESON RAYMER

WHEN you meet Paul Hutcheson Raymer, president of the national representation firm bearing his name, your reaction is that here's a man who has himself in hand, who knows exactly what he wants to do and precisely how to do it. Proof can be found in his company's standing. One of the oldest representative firms in the ever changing business of radio, Paul H. Raymer Co. has never changed in name, organization or principle since its establishment in January, 1933. And its billings indicate a yearly increase of 20% during each of the last six years.

Aviator, manufacturer, publisher and advertising executive — those words sum up Mr. Raymer's career. In the background of most "swell guys" can be found the small town beginning and early Main Street influences. Prod a little and after a large grin Paul will tell you that he was born in Beaver, Pennsylvania, Nov. 6, 1896. His father was a railroad man, and early in life Paul took keen interest in all things mechanical. So much so that at 13 he played hookey from school to hop from nearby hills in a glider he'd built from plans in a 1909 copy of *Scientific American*.

With a diploma from Beaver High School, Paul headed for Cornell University, where he joined Sigma Nu fraternity. But along came the World War and 1916 found him in Miami, training to be a Navy pilot. In 1917 he went to England and for the duration of the war flew with the Navy submarine patrol over the Irish Sea. The big flying boats carried crews of five plus two 500-pound depth bombs. Paul's stature —he's 5 feet 10 and weighs 135 pounds—was ideal for a pilot and undoubtedly this hazardous period of his life marked it with the quiet reserve which characterizes him today.

As soon as the war was over, he returned to Cornell and was graduated from the School of Liberal Arts in 1921. From Cornell he went to New York and got a job with the Yale University Press, writing and selling. That season he sold $10,000 worth of American history books from door to door in Manhattan—and that, gentlemen, is salesmanship. Paul found a mental challenge in the advertising business and in 1923 he joined the old Hanff-Metzger staff (now the Buchanan Co.) and later served as account executive with Dorland International and H. K. McCann Co. (now McCann-Erickson).

In 1924, he devised a formula for dental chewing gum, patented it and started its manufacture. So successful was Oralgum that the Beechnut Company bought the rights and made the gum a national seller. Paul still gets a nice royalty check annually from this venture.

But to set him talking the way a man talks when he's really interested, one must mention the publishing business. For in that fatal year of 1929 he started a daily paper called *Today in New York* with the slogan of "All the News Before It Happens". At five cents the copy and with linage rates higher than the *New York Times*, Paul's 12-page daily tabloid set out to tell visitors and idle New Yorkers what to see and where to see it.

More than an entertainment guide, the paper carried all sorts of human interest stories. If there happened to be a sensational murder trial, readers were told where it was being held, how many seats were available. If Freud was in town for a lecture or a new ocean liner was due to dock, *Today in New York* told where to see them, how much the whole thing would cost. With a staff of 20, the paper boomed for 133 issues. Fifth Avenue shops clamored for space. Then came the 1929 crash!

It was in January, 1933, that Paul Raymer started his successful firm of radio representation. It was then, and has continued to be, one of the leading radio representative companies, its personnel well-known to advertisers, agency executives and station men all over the country.

As you enter Mr. Raymer's main office high in Chicago's Tribune Tower, it's a tossup whether you can keep your eyes from the top-notch color photographs hanging on the walls. Mr. Raymer's business manner is one of quiet confidence and there's something very shrewd in his judgment of radio advertising. But touch on photography in your conversation and he's away on a description of his favorite hobby. He says he has fun on the golf course even if his handicap is 19, but you easily sense that photography is his main hobby.

And one of his best photographic subjects is Janet Raymer, Paul's 17-year-old daughter. When not attending the exclusive girls' school, Rosemary Hall, Greenwich, Conn., "Jan" travels with her dad and is known to station personnel far and wide. One day BROADCASTING may well pay tribute to Janet as another outstanding woman of the radio industry.

Personal NOTES

GARDNER COWLES Jr., president of the Iowa Broadcasting System, and Roger Starr, in charge of CBS college journalism publicity, were among the speakers at the national conference of the Associated College Press, held Oct. 26-28 at Drake U, Des Moines. Mr. Cowles spoke on "War and the Newspapers", while Mr. Starr discussed "What Radio Can Mean to the College Student."

WILLIAM BAILEY, formerly commercial manager of KFNF, Shenandoah, Ia., has been named manager of the new WCAR, Pontiac, Mich. Mr. Bailey was a member of the sales staff of KOIL, Omaha, and was associated with KOWH (then WAAW), Omaha, before joining KFNF.

LEONARD D. CALLAHAN, former assistant to the managing director of the NAB, has joined the New York legal staff of the Society of European Stage, Authors & Composers (SESAC), according to an announcement by Paul Heinecke, president. For the last two years Mr. Callahan has been practicing law in Washington, specializing in copyright. Before joining the NAB, he was on the legal staff of the Department of Justice.

GEORGE A. TITUS, formerly commercial manager of CJRC, Winnipeg, has been appointed manager of CKCA, Kenora, Ont. Clinton V. Godwin, former program director of CJGX, Yorkton, Sask., and former announcer at CKX, Brandon, Man., has been appointed commercial manager of CKCA. Billie McLellan, announcer, has been placed in charge of studio operations.

PHILIP G. LASKY, general manager of KSFO, San Francisco, and KROW, Oakland, Cal., returned to San Francisco via the Panama Canal Oct. 18, following a two-month business and vacation trip to the East. He was accompanied by Mrs. Lasky.

HENRY GERSTENKORN, for many years associated with both the Rodney E. Boone Organization and Paul Block & Associates, national newspaper representatives, has been appointed merchandising director of Don Lee Broadcasting System, Los Angeles. Recently he was with Roma Wine Co., Los Angeles.

HAYDN EVANS, formerly commercial manager of WNAX, Yankton, has been named commercial manager of WTAQ, Green Bay, Wis.

WILLIAM S. HEDGES, NBC New York vice-president in charge of owned and operated stations, was in Hollywood Oct. 19 for discussions with Don E. Gilman, western division vice-president. He went to the West Coast to install Lloyd E. Yoder as manager of KOA, Denver, and to confer with A. E. Nelson, new manager of KPO-KGO, San Francisco. He returned to New York Oct. 30.

BERT ARNOLD, until recently assistant manager of WQAM, Miami, on Oct. 15 became manager of WLAK, Lakeland, Fla. He was formerly with WGR, Buffalo, and WFLA, Tampa.

G. T. C. FRY, formerly assistant promotion manager of *Esquire* magazine, has been appointed sales promotion manager of the CBS Detroit office, effective Nov. 1, in which position he will report directly to Victor M. Ratner, CBS director of sales promotion in New York.

DR. JOHN S. YOUNG, radio director of the New York World's Fair, on Oct. 17 was decorated by the Yugoslavian Government, as Commander of the Order of the Crown of Yugoslavia. Constantin Fotitich, Yugoslav Minister to the United States, made the presentation at a ceremony in the Fair's Administration Building in recognition of Dr. Young's "extraordinary service" to Yugoslav people. Previously Dr. Young had received decorations from France, Italy, Rumania, and the Vatican.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, left the hospital Oct. 21 after an emergency appendectomy performed last month in Bryn Mawr Hospital, Philadelphia.

S. W. TOWNSEND, president and general manager of WKST, New Castle, Pa., has received his commission as Lieutenant Commander in the U. S. Naval Reserve.

ART BALFOUR of CKCK, Regina, has been appointed manager of CJAT, Trail, B. C., effective Nov. 1.

JACK MURPHY, formerly commercial manager of WAYX, Waycross, Ga., has joined the sales staff of WAIM, Anderson, S. C.

JOE MILLER, head of the NAB labor department, participated in a roundtable discussion on radio's labor affairs Oct. 11 at a meeting of the NAB 15th District in San Francisco.

JACK MACY, recently of Kohler Co., has joined the sales staff of WSB, Atlanta.

HAROLD ESSEX, Chicago advertising man, has been named commercial manager of WSJS, Winston-Salem, N. C.

ROBERT VON BYRNE, formerly of NBC, New York, has joined KTMS, Santa Barbara, Cal., as account executive.

BUD AVERILL, salesman of KWK, St. Louis, is the father of a girl born this month.

VAL WEBER has joined the sales staff of WCLO, Janesville, Wis., succeeding Earl Sheridan, who has returned to Buffalo.

MAJ. FRANK FORBES-LEITH, former sales manager of the Hotel Berkley-Carteret, Asbury Park, N. J., and numerous New York hotels, has been appointed sales manager of Wire Broadcasting Corp. of America for the New York area, including Northern New Jersey.

ROBERT L. HUTTON Jr., sales promotion manager of WCCO, Minneapolis, on Oct. 13 married Mary Eleanor Best of Minneapolis.

GENE WEILL, of the commercial staff of KARK, Little Rock, Ark., has been named publicity director for the new Joseph T. Robinson Memorial Auditorium in Little Rock.

A. A. SCHECHTER, NBC director of news and special events, spoke Oct. 31 before the Advertising Club of Boston on "Radio Covers the War".

STEELE MORRIS, for nine years account executive of Lord & Thomas, Los Angeles, has joined the CBS Hollywood sales promotion department. He succeeds Oscar (Bob) Reichenbach, resigned. Henriette Martin has resigned to join the writing staff of 20th Century-Fox Studios.

FRED A. PALMER, manager of the Arizona Network, has been re-elected to the directorate of the Phoenix Chamber of Commerce.

DAVID SARNOFF, president of RCA and chairman of the board of NBC, on Oct. 13 addressed the 75th annual convocation of the University of the State of New York in Albany, speaking on "Radio and Education".

ROY HUGHES, KOY, Phoenix, account executive, has been appointed captain of the local Community Chest campaign.

BRADLEY R. EIDMAN, national sales manager of WAAF, Chicago, was in Hollywood during mid-October on station business.

DAN GANN, salesman of KCKN, Kansas City, Kan., recently married Wretha Seaton, conductor of the KCKN *Shopping Guide*. The couple was married by Evan Fry, formerly head of the KCKN continuity department and also an ordained minister, who is now with KANS, Wichita, Kan.

A. J. ABRAHAMS, of the sales staff of WWL, New Orleans, has left the staff to return to his Baltimore home.

ROBERT R. TINCHER, manager of WNAX, Yankton, S. D., is the father of a girl born Oct. 14.

JOHN BROWN, new to radio, has joined the sales staff of KOWH, Omaha.

NBC Publicity Shifts

PARTIAL reorganization of NBC's New York publicity division followed the resignation, Oct. 21, of John Graham, trade news editor, and Edwin Curtin, with the network's press staff for the last ten years, most recently as editor of the weekly clip sheet. Charles Pekor, in charge of publicity on sponsored programs, has been given the trade news post as well. Arthur B. Donegan, for the past two years on the New York publicity staff of Warner Brothers Pictures and formerly in newspaper work, has joined the staff as assistant to Pekor. Jack Miles, staff writer who has taken over the clip sheet, will be assisted by another newcomer, Fred Mears, formerly with United Press and the *Spokane* (Wash.) *Spokesman Review*.

Frank Oliver

FRANK OLIVER, 64, a member of the first player group of WGY, Schenectady, died Oct. 15 after an illness of several weeks. He made his first stage appearance at the age of 10 in London, and while at WGY in 1935 observed his 50th anniversary as an actor. His first WGY program was performed in August, 1922. Besides acting and producing, he wrote many radio dramas.

Joseph Green

JOSEPH GREEN, NBC orchestra conductor and musician, on Oct. 16 died of pneumonia after a major operation at Post Graduate Hospital, New York, at the age of 43. Mr. Green was formerly with John Philip Sousa's band and was a co-inventor of the vibraphone. He is survived by his wife, Marguerite, his mother, two brothers and a sister.

BEHIND the MIKE

WORTH KRAMER, formerly program director of WGAR, Cleveland, has been placed in charge of the WGAR artists service, in which capacity he will concentrate on bookings for the 40-voice Negro chorus on *Wings Over Jordan*, which is heard weekly on CBS. Carl George, formerly production manager, has succeeded Kramer as program director.

CAROL GAY, formerly of KMOX, St. Louis, has joined the announcing staff of KWK, that city. Virginia Hardy has been named secretary to V. E. Carmichael, KWK sales manager, succeeding Helen Corbett, resigned. Helen Hill, secretary to Manager Ray Dady, was married to Guy Miller Oct. 14.

HARRY McTIGUE, General Mills sports announcer, has been assigned to handle the Washington Redskins pro football games over WOL, replacing Tony Wakeman. Change was ordered by Brad Robinson, Knox-Reeves sports chief.

J. KENNETH JONES, formerly of the continuity staff of WHAS, Louisville, has been named director of information of the Federal Radio Education Committee in Washington.

WALLY SHELDON, formerly of the announcing staff of WCAU, Philadelphia, has resigned to join WSAN, Allentown, Pa., as assistant program director. Louis Fisher, formerly of WCAM, Camden, N. J., succeeds him at WCAU.

Meet the LADIES

MRS. R. DEAN JOHNSON

BETWEEN talks to civic groups almost daily, duties as personal shopper, conducting style shows, making trips to New York and Hollywood, judging bathing beauty and baby contests—to say nothing of writing and portraying *Joanne Taylor* daily for the John Taylor Dry Goods Co., on KMBC—Mrs. Johnson is just about the busiest person in Kansas City. She got into radio by accident. A graduate of Missouri U Journalism School, Mrs. Johnson attracted the attention of an agency executive with her writing, and she became *Joanne Taylor* July 5, 1935. Under her direction the program, now in its seventh year, has become an outstanding example of the successful use of radio by a department store.

CAUGHT at his desk during a momentary pause in the day's activities is Archie S. Grinalds, recently appointed sales manager of WSAI, Cincinnati, by General Manager Dewey Long. Grinalds joined WSAI a year ago, coming from WAGA, Atlanta. Previously he had been with WBT, Charlotte, and WMAZ, Macon, Ga. With Grinald's appointment, Manager Long announced transfer of Meredith Runck to the WSAI sales department from the research and statistical department of WLW.

RAY COFFIN, formerly Hollywood divisional manager of the defunct Atlas Radio Distributing Corp., has been placed in charge of television broadcasts of Don Lee Broadcasting System, Los Angeles, which operates W6XAO, that city. Harry R. Lubcke is television director.

HAL SCHER, formerly announcer at the General Electric shortwave radio station on Treasure Island, San Francisco, has joined KSFO, San Francisco.

NEIL SEARLES, formerly of WDGY, Minneapolis, KSTP, St. Paul, and more recently of WISN, Milwaukee, has joined the sports announcing staff of WOWO, Ft. Wayne, Ind.

ANTONIA JACKSON, formerly of the Golden Gate International Exposition radio department, has joined the CBS production department at San Francisco, in charge of scripts.

AL BARKER, formerly with the continuity department of NBC-Chicago, as author of the *Don Winslow of the Navy*, has rejoined the department, replacing Jack Fraser, who has resigned to free lance.

BOB BOWERS, of St. Louis, has joined the announcing staff of WSJS, Winston-Salem, N. C., Ed Koops, of La Crosse, Wis., has been named continuity director. Bob Van Camp has been promoted to musical director, succeeding Elsie Tuttle, resigned.

SID GOODWIN, formerly an NBC and CBS Hollywood announcer-producer, has joined the announcing staff of KFI-KECA, Los Angeles.

BILL SHINGLE, formerly of WDZ, Tuscola, Ill., has joined the announcing staff of WIBC, Indianapolis.

PETE PRINGLE, editor of the CBS Hollywood news bureau, is the father of a boy born Oct. 9.

THELMA WALLACE, well known in Seattle radio, has joined KMO, Tacoma, Wash., as director of women's programs.

MILLICENT POLLEY, and Charles Volger have joined the announcing staff of WHBF, Rock Island, Ill.

HAL NEWELL, announcer of WEEI, Boston, on Oct. 14 married Ruth Kennedy.

DICK DORRANCE of WOR's press department is author of a short story, "We Take You Now to Maine", dealing with radio coverage of special events, that appeared in *This Week* for Oct. 23. Dorrance and Joe Ranson, radio editor of the *Brooklyn Eagle*, co-authored "You Can't Sing That", an article on radio's censorship of songs, in the November *American Mercury*.

KERMIT HANSON, new to radio, has joined the program department of KOWH, Omaha.

TED MacMURRAY, assistant production director of NBC-Chicago, is convalescing at the local Edgewater Hospital following an abdominal operation.

DICK BERTRANDIAS of the KPO-KGO press department in San Francisco, married Evelyn Lopes of San Jose, Cal., Oct. 21.

JIM THOMAS, formerly of WWL, New Orleans, and WCOA, Pensacola, Fla., has joined the announcing staff of WDGY, Minneapolis.

GEORGE THORNE, formerly of KVSF, Sante Fe, N. M., and Lee Karson, of KGGM, Albuquerque, have joined the announcing staff of KOB, Albuquerque.

VIRGINIA BAHN, program director of KFVS, Cape Girardeau, Mo., was one of 12 local women named as leaders in their professions at the annual banquet of the Cape Girardeau Business & Professional Women's Club.

YVONNE BROADCORENS has joined the program department of WEEI, Boston, along with Arthur Robinson and Eleanor Potter in the general service department.

RONALD DAWSON, formerly of WOL, Washington, D. C., has joined WFVA, Fredericksburg, Va., to produce dramatic shows.

ERNEST MOBLEY, formerly of KOB, Albuquerque, N. M., has joined the announcing staff of KTOK, Oklahoma City. Naomi Warner, formerly of KBIX, Muskogee, Okla., has joined the KTOK office staff.

LORIN GREENE, production manager of Radio Centre Ltd., Toronto, transcription producers, has joined the Toronto staff of Canadian Broadcasting Corp., as announcer. He is succeeded by Douglas Marshall, former newscaster for the *Toronto Globe & Mail*.

FRANK BROWN and Kay Lavelle, formerly featured on the *Al Pearce* show and transcriptions, have joined WCCO, Minneapolis, to conduct the early morning *Sunrisers* feature. Bob Sutton, their son, formerly of KFWB, Hollywood, also accompanied them to Minneapolis from Hollywood and will write continunity on the program.

ROBERT McANDREWS, KPO-KGO promotion manager in San Francisco, recently wrote a story about Brother Leo of St. Mary's College in the *Olympian*, Olympic Club magazine. The article was used by a commercial commentator on a rival local station who was not aware that McAndrews is a KPO-KGO executive.

MRS. MARIANNE DRESCHER, formerly superintendent of the Professional Bldg. of Little Rock, Ark., has joined the office staff of KARK, Little Rock.

EVERETT MITCHELL, chief announcer of NBC-Chicago who handles the *National Farm & Home Hour*, was honored Oct. 23 at the Kansas City convention of the Future Farmers of America. He was presented a gold key for his work on *Farm & Home Hour*.

BOB DYRENFORTH, actor of NBC-Chicago, is convalescing in the local St. Francis Hospital following an auto accident Oct. 24 in which he received a fractured leg and arm.

BUD LYNCH, formerly of CKOC, Hamilton, Ont., has joined the announcing staff of CKLW, Windsor, Ont.

This Ancient Greek took just one peek—and said: "It's

ORTHACOUSTIC"

(TRUE SOUND)

And when you take one peek—or better yet—one listen to NBC Transcriptions made by the amazing new Orthacoustic recording system, you'll agree that *here* is a truly revolutionary development—one that will give your transcribed programs the vivid reality of Live Studio Broadcasts!

Get ready for a surprise that will delight you! *Now* you can have the kind of transcriptions you've always wanted!

They're the new RCA-NBC Orthacoustic Transcriptions — and they'll infuse your program with life and color! Every spoken word will radiate the full warmth and enthusiasm of the speaker. Every note of music will be reproduced with brilliant fidelity. In short, your program will sound like a Live Studio Broadcast—the truest recorded sound you've ever heard!

This previously unattained fidelity of reproduction is now possible because of a new recording and reproducing system developed by RCA and NBC engineers. It eliminates over-resonance, ear-ting, needle-hiss, "wows" and "muffles." Provides reproduction that is boom-proof and distortionless. Thus, these new Orthacoustic Transcriptions reproduce *only* what has been recorded!

But don't take our word for it. Let us prove it to your own satisfaction. We'll compare current recordings with the new Orthacoustics — and even if you've never before been able to discern differences in the quality of sounds, you'll quickly and easily notice the superiority of these new *true-sound* transcriptions.

Arrange now to give *your* transcriptions that "Live Talent touch!" Phone us today for a demonstration.

ELECTRICAL TRANSCRIPTION SERVICE · NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

DEVELOPED BY RCA-NBC ENGINEERS after years of research in every phase of sound transmission, recording and reproduction.

Orthacoustic Transcriptions are a tremendous forward step in transcription quality. The unmatched experience of RCA and NBC in every phase of sound transmission, recording and reproduction—including radio, television, sound movies and records—stands behind them.

RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS —the truest recorded sound you've ever heard

They give users of transcriptions these advantages:

1 New high fidelity reproduction quality.
2 Elimination of distortion, particularly in high frequencies, no "ear-ting."
3 A maximum signal-to-noise ratio . . . no "needle-hiss."
4 Entirely *natural* reproduction of speech.
5 Greater tone fidelity in reproduction of music.

The New RCA NBC

ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!

LARRY PAYNE, announcer of WTOL, Toledo, has been named chief announcer and program director of the station. Herbert Gilleland, formerly of CKLW, Detroit-Windsor, and WSHN, Birmingham, Ala., has joined the WTOL announcing staff.

TOMMY THOMAS, program director of KIRO, Seattle, on Oct. 18 married Helen Flaten, who was formerly his secretary at the station.

J. FRANK FLOWERS, Charlotte attorney who has studied agriculture as a hobby for many years, has been engaged by WBT, Charlotte, N. C., to conduct the new *Farm Forum* series heard Sunday noons.

SAM BROWN, announcer of WMCA, New York, in collaboration with Jack Ward, WMCA's staff organist, has written and published a song titled "The Candle Burns".

JAMES V. SIMS, formerly engineer-announcer of WBTH, Williamson, W. Va., and other stations, has joined WISE, Asheville, N. C.

RALPH CAMARGO, formerly of KVI, Tacoma, has joined the announcing staff of KOIN, Portland, Ore.

LUCILLE DINSMORE BURTON, publicity director of KFAC, Los Angeles, and Tenny Blake, civil engineer, were married Oct. 21 in Yuma, Ariz.

About Ducks

A HALF-HOUR of duck hunting greeted listeners of WMBD, Peoria, on the opening day of the season. Announcer Dick Tripp, who has not missed an opener in 15 years, directed the broadcast. Veteran hunters were interviewed to the tune of adjacent shooting. The blind was located on the Illinois River, north of Peoria.

ETHLYN (Skip) BOOKWALTER, assistant head of the KNX, Hollywood script department, has returned after a month's illness.

DON FORBES, formerly chief announcer of KNX, Hollywood, is now teaming with John Wald as the *Richfield Reporter* on the NBC-Pacific Red network. He succeeded Ken Barton, now a KFWB, Hollywood, news commentator.

MIKE FRANKOVICH, Los Angeles sports announcer, and Binnie Barnes, are engaged, the film actress has announced.

MAURICE C. DREICER, conductor of *The People's Forum* on WHN, New York, has been placed in charge of the newly-organized educational department of WCNW, Brooklyn, and will supervise a series of educational programs.

MARION McCLOSKEY, secretary to Alfred J. Cummings, manager of WWL, New Orleans, has announced her engagement to Martin Macdiarmid, local business man.

LARRY KRAMP has joined the announcing staff of WCBS, Springfield, Ill., replacing John Moritz, resigned.

DAN BOWERS, KFSD, San Diego, Cal., announcer and commentator, has switched to KGB, that city, continuing his weekly sport review on the latter station for Brown & Williamson Tobacco Corp. (Wings).

DON FARKER, formerly of WKRC, Cincinnati, has joined KSO-KRNT, Des Moines.

MRS. ROSE LEE FARRELL, conductor of the *Kitchen of the Air* on WIRE, Indianapolis, broadcast her program for a week from an Indianapolis hospital where she was confined by illness.

WILBUR LUKENBILL, program director of KOMA, Oklahoma City, and Sunshine Hulcy, former KOMA receptionist, were married in October.

in the CONTROL ROOM

SYDNEY E. WARNER, former chief engineer of WBRY, Waterbury, Conn., and a former instructor at Rensselaer Polytechnic Institute, has been named supervisor of the Connecticut State Police radio system. He placed first in an examination of 50 engineers, and will be in charge of installation of the new two-way frequency-modulated system for police radio work with headquarters at Hartford.

HERMAN FLOREZ, chief engineer of WVFW, Brooklyn, after completing installation of a new 1 kw. RCA transmitter and dual master control for both auxiliary and main transmitter, on Oct. 16 flew via Pan American Airways to Bogota, Colombia, where he will direct installation of another 1 kw. RCA broadcast plant.

HAL LINES, transmitter engineer of KOY, Phoenix, has returned after an illness of several weeks.

KEN CURTIS, control operator of WEEI, Boston, again won the WEEI golf tournament, held at Unicorn Country Club in Stoneham, Mass., retaining the Joe Gross Cup. Ray Girardin was runner-up.

PERRY ESTEN, formerly chief engineer of WDAN, Danville, Ill., has joined WENY, Elmira, N. Y., in that capacity. He is succeeded by Ted Magin, while Bill Putman, formerly of WDWS, Champaign, fills the resulting vacancy in the WDAN engineering staff.

JOHN SHARPLEY and George Hanna have joined the engineering staff of WHBF, Rock Island, Ill.

THOMAS BEDFORD, formerly of KFJZ, Fort Worth, has joined the engineering staff of KTOK, Oklahoma City.

NATHAN WILCOX, chief engineer of KTUL, Tulsa, Okla., is the father of a girl born recently.

ANDREW MITCHELL, who served as vacation relief for the KPO-KGO technical staff in San Francisco, has been made a permanent member of the department.

JERRY STERLING, son of Fred Sterling, chief engineer of WOAI, San Antonio, suffered minor injuries when his plane crashed near San Antonio recently.

GLENN THAYER and Thomas Copeland, operators of WOWO-WGL, Fort Wayne, received $50 awards in a newspaper snapshot contest sponsored by Eastman Kodak Co.

PAUL SEDON, of Beloit, O., new to radio, has joined KBTM, Jonesboro, Ark. He is a graduate of Dodge Institute, Valparaiso, Ind.

ACE ADKINS, engineer of WJIM, Lansing, Mich., has joined the U. S. Navy reserve corps.

VERNON STORY, chief engineer of WHMA, Anniston, Ala., is the father of a boy born recently.

CHARLIE PALMER, formerly of KBTM, Jonesboro, Ark., has joined the engineering staff of KARK, Little Rock.

BOB SMITH, transmitter engineer of WCBS, Springfield, Ill., is the father of a boy born recently. Chuck Gill has joined the WCBS engineering staff, replacing Herb Reynolds, resigned.

JOE L. STEWART and Ernest Raistrick, of the engineering staff of WFOY, St. Augustine, Fla., both are fathers of boys born recently.

DICK JOY, CBS Hollywood announcer and amateur astronomer, is building by hand a telescope which he plans to mount on the roof of his Burbank home.

The Only ECONOMICAL WAY TO COVER Indiana

GEAR UP WOWO DOMINANCE IN THE NORTHERN HALF WITH THE SUCCESSFUL MEDIA OF THE CAPITAL CITY . . . .

THERE is only one way to cover the "Bright Spot" of the Hoosier market! Radio Station WOWO reaches 296,010 Indiana homes—with a bonus coverage of rich counties in Ohio and Michigan, too. An interesting folder is yours for the asking.

WESTINGHOUSE RADIO STATIONS, INC.

WOWO
FORT WAYNE, INDIANA

FREE AND PETERS, INC.
National Representatives

10,000 WATTS, 1160 Kc.
NBC BASIC BLUE

INDIANA'S MOST POWERFUL RADIO STATION

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?

BLAW-KNOX
VERTICAL
RADIATORS

CBS Adds to Staff

RECENT additions to the New York staff of CBS have been announced by the network, as follows: John Denson, formerly in charge of the day desk of INS in Washington, placed in charge of the writing and production of all material making up CBS daily publicity; Pat Dolan, formerly assistant publicity director of CBS Chicago office, named assistant to Edward Sammis in the magazine division; Ted Weber, with a movie, theatre and newspaper advertising background, handling program promotion; Robert S. Wood, former assistant managing editor of the *New York Evening World*, and a member of the radio staff of the New York World's Fair, where he produced the *Salute to Nations* programs last spring, named to news division of the CBS public affairs department in an editorial capacity.

ALREADY a feature at Atlanta Federal penitentiary, the Thursday night NBC-Blue *America's Town Meeting of the Air* is being considered for the "curricula" of other Federal prisons by the American Prison Assn.

A DAIRY BOOSTS ITS SALES

In Twin Cities by Localized Saturday Morning Program at Food Shopping Time

By GORDON DALINE
Olmsted-Hewitt Adv. Agency
Minneapolis

BUILDING a complete advertising and sales promotion program from scratch—that was the prospect faced by the Ohleen Dairy of Minneapolis a little over a year ago when the dairy companies of the Twin Cities discontinued advertising on a cooperative basis in favor of their own individual sales promotion efforts. How this local company, with products bought exclusively by women at their own doorstep, successfully used radio through a simple, common-sense formula applied to a Saturday morning quarter-hour makes a story of interest to other local advertisers.

In developing the formula that would give us a localized program highly selective in its appeal, we assumed first of all that women would be interested in hearing themselves talked about and in learning what other local women and women's organizations were doing. Interviews with a number of them, representing a good cross-section of the market which the Ohleen Dairy was trying to reach, confirmed this interest. Women welcomed the idea of having a program which would be distinctly theirs and distinctly local, and which would discuss local happenings and local personalities.

Chatty Feminine Glimpses

Our next job was to find someone who could carry a program of this kind on the air and give it character and listener interest. We selected Florence Lehmann, former Twin City newspaper feature writer and well-known WCCO radio personality. Under the title *The Talk of the Town*, Florence Lehmann has presented her radio column in behalf of the Ohleen Dairy over WCCO each Saturday morning, 8:30-8:45, for more than eight months. Giving her own personal notes and impressions on what Twin City housewives will be doing, seeing, reading, hearing and discussing through the following week, in informal and friendly style, Miss Lehmann has built a large, closely selected and loyal audience.

Evidence of the responsiveness of the program is found in the fact that in a special six-week's promotion the Ohleen Dairy increased its sales on a premium-priced cottage cheese by more than five times. At the same time there was also a consistent climb in the volume of all of the company's dairy products.

Highlights of *The Talk of the Town* are (1) Miss Lehmann's comments on the interesting personalities and happenings of the week ahead; (2) playing of the "Tune of the Town", the current hit song most popular with local women; (3) the selection of and salute to the "Woman of the Week", chosen from nominations sent in by listeners; (4) the special program feature known as the *Musical Bulletin Board*.

Bulletins Get Attention

This last feature, a three-minute period in which club announcements and notices are read against a musical background, has been directly responsible for an unusual degree of attention and cooperation on the part of all local women's organizations. In early February, when the show first went on the air, officers of the various Twin City women's organizations were contacted and asked to notify their members about the program and about the *Musical Bulletin Board* service. Response to the questionnaire which accompanied this request reached the amazing figure of over 95%.

There were many considerations which made the selection of Saturday morning time a logical one. From a program point of view, it permitted the previewing of happenings before the new week opened. From a sales point of view, it reached women at the time of the week when they were most concerned with the purchases of grocery and food items. A survey made by the *Minneapolis Tribune* and the Parent-Teacher's Assn. had shown that Minneapolis housewives made 42.1% of their grocery purchases for the entire week on Saturday.

In analyzing the Ohleen Dairy's success on the air, we feel that it is the result of a happy combination of wise time and talent selection and a sound program formula that has automatically made prospects for Ohleen products the most interested listeners to *The Talk of the Town*.

P & G Quiz Show

PROCTER & GAMBLE Co., Cincinnati, on Nov. 4 will start the audience participation program *What's My Name* on NBC-Red in the interests of Oxydol, Saturday, 7:30-8 p.m. The program, heard last summer on NBC under the sponsorship of Bristol-Myers Co. as replacement for the Fred Allen program, will again be conducted by Arlene Francis. Agency is Blackett - Sample - Hummert, Chicago.

NBC Red Network

IN ST. LOUIS

This Fall's commercial schedule on KSD is the heaviest in the station's history. Sponsors know where to get results.

Advertisers interested in the St. Louis Market will find KSD a powerful sales influence.

KSD has a greater daytime program population coverage area than any other St. Louis broadcasting station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

EDITORIAL
October 17, 1939

THE CHICAGO DAILY NEWS

An Independent Newspaper
DAILY NEWS PLAZA, CHICAGO,
400 West Madison Street
Tel. Dearborn 1111, ILLINOIS

THE CHICAGO DAILY NEWS, INC.
FRANK KNOX
Editor and Publisher

RADIO AND THE SONGSTERS.

Why are the radio interests so determined to deprive song writers and song publishers of reasonable recompense for the products of their creative talents and industry? In some half dozen states in recent years legislators have been prevailed upon to enact so-called "anti-monopoly" statutes against the American Society of Composers, Authors and Publishers, more familiarly known as ASCAP. ASCAP is an unincorporated, voluntary association of creative artists and publishers formed many years ago to guard the rights of its members under federal copyright laws.

Lately federal courts have granted interlocutory injunctions against anti-ASCAP statutes in Florida, Tennessee and Nebraska. A Michigan bill was vetoed by Former Governor Frank Murphy. Though the lower federal courts saw fit, for some inexplicable reason, to deny such injunctions in Washington and Montana, the fight has been carried on, and the test of constitutionality is awaiting determination. There is small doubt that, when the issue is brought before the Supreme Court, the unconstitutionality not only of the harsher statutes but of less severe laws in many other states will be fully established. Nevertheless, broadcasters have not dropped their efforts in the legislatures. Three efforts to enact anti-ASCAP bills in our own state have been defeated since 1937.

Yet even among broadcasters there seems to be a dawning realization of the futility of an effort to nullify federal copyright laws through state legislatures. Perhaps this explains a movement begun by broadcasters at a recent convention in Chicago.

Enthusiastically backed by nearly every radio station in the country, this looks toward the establishment of a radio-controlled rival for ASCAP. Such an organization would eventually give radio power to deal dictatorially with a carefully controlled clique of publishers, composers and authors. Happily, this effort seems as surely foredoomed as all previous attempts to crush ASCAP. ASCAP has done more than merely safeguard the economic rights of its members. It has served to educate them to the nature and importance of those rights. In only manner in which the new organization might grow into a real rival for ASCAP would be through assuring its members greater security and more adequate recompense for their talents.

AMERICAN SOCIETY of COMPOSERS AUTHORS PUBLISHERS
AS CAP

30 Rockefeller Plaza
New York City

WSIX
"The Voice of Nashville"
Tennessee
Offers sponsorship of Trans-radio News broadcasts at lowest cost for Nashville area.
•
Mutual Broadcasting System
HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

Gotham Nights

CALLING it the program that "eases boredom for New Yorkers who must stay up all night", *Life* Magazine devoted three pages of its Oct. 23 issue to Stan Shaw's *Milkman's Matinee*, heard between 2 and 7 a.m. six days a week on WNEW, New York. *Life's* story included a full page of pictures of Shaw at work in the WNEW studio and two other pages of pictures showing typical *Milkman's Matinee* listeners, including chorus girls, policemen, millmen, cab drivers, Coast Guard patrols and scrubwomen.

"HE'S THE BIGGEST AND RICHEST FARMER IN AMERICA!"

If you want some food for thought, chew a little of this fact: The per capita average wealth of Red River Valley farmers [as measured by value of lands and buildings] is 47.6% greater than that of the average farmer in the rest of this area [Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas].

This authentic fact is the reason why many of our national advertisers say that WDAY [the only chain station in this Valley] is one of the best stations in America. We'd like to be that for you. Why not write for some suggestions?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Equipment

SALE OF seven broadcast transmitters was announced Oct. 23 by RCA Mfg. Co., Camden. WKST, New Castle, Pa., and the new WHLD, Niagara Falls, N. Y., purchased 1,000-watt transmitters. Purchasers of 250-watt transmitters were WSAV, Savannah; WENY, Elmira; WMOB, Mobile; KXOX, Sweetwater, Tex., and Nevada Broadcasting Co., Las Vegas, Nev.

AMPEREX ELECTRONIC Products, Brooklyn, has announced a new 5 kw. air radiation cooled tube, available in several sizes.

AN RCA transmitter and 200-foot vertical radiator have been ordered, and site approved by FCC, for rebuilding of WHBY, which is expected to be in operation in Appleton, Wis., early in January. The St. Norbert's College station at Green Bay was authorized earlier this year to move into Appleton.

A NEW Western Electric transmitter, composite speech input and a Bethlehem tower have been ordered for the new KUIN, Grants Pass, Ore., which John G. Bauriedel, who will be manager, states will go on the air within 30 days after the FCC approves its transmitter site. Personnel has not yet been selected.

WDRC, Hartford, Conn., on Oct. 19 presented a special demonstration program over W1XPW, its frequency modulated transmitter, for the University of Connecticut Engineers' Club, during which Prof. Dan Noble discussed F-M broadcasting. WDRC is operating its F-M transmitter in Meriden, Conn., from 2 to 10 p.m. daily.

A RADIO compass attachment for a marine radiotelephone has been devised by Western Electric Co., which states that the new device gives yachtsmen "a precision navigating instrument at exceptionally low cost".

MICHELSON Porto-Playback transcription reproducers have been added to the sales equipment of Joseph H. McGillvra and Headley-Read Co., station representative firms; WDGY, Minneapolis; WWJ, Detroit; WJJD, Chicago; WIBG, Glenside, Pa.; WNAX, Yankton, S. D.

KIRO, Seattle, and KFVD, Los Angeles, have installed new Presto recording equipment.

Writers Guild on Coast Seeks Higher Script Pay

EFFORTS to raise the so-called "$5 per script" level without "driving Pacific Coast transcription concerns out of business" will be made by Western Division of Radio Writers Guild, under plans now being formulated for a concrete campaign of action, according to Forrest Barnes, president. The setup will be discussed at the Guild's Nov. 8 meeting in Hollywood. The group expects to effect agreements which will be somewhat below the eastern rates. RWG will go after those companies paying the lowest rates for scripts, and will work independently of AFRA, it was said.

Hollywood script writers are opposed to a national scale as outlined by AFRA. They contend that such a measure would drive many of the smaller transcription concerns out of business, thus depriving both actors and writers of employment. Guild executives in Hollywood, while desirous of raising rates, also fear that a large increase would financially cripple many firms, cut down activity and thus result in a smaller market for scripts.

New Tractor Is Utilized To Lay a Ground System

THE FIRST of the new Ford tractors delivered in Montana was bought by Ed Craney, Montana station operator, for installation of a ground system at the new KRBM, Bozeman. By detaching the blade from the constant-level Furgason plow on the rear, a simple wire-laying rig was developed.

Wire was laid uniformly throughout the entire ground system in a fourth of the time usually required. The tractor was backed against the tower and radials were run in all directions, the level being regulated by a hydraulic attachment from the driver's seat.

WMCA Wins in Court

SUPREME Court Justice Isador Wasservogel in New York on Oct. 11 dismissed a $10,000 damage suit brought by Damskov Inc., against WMCA, New York. Suit claimed breach of a year's contract made Feb. 20, 1935, whereby WMCA was to broadcast three half-hour programs weekly for the company's product Formula 39, an obesity remedy. On May 17, 1935, the programs were discontinued by WMCA, which claimed that the program did not measure up to its standards and that the product was not safe or effective.

ANSWER was filed Oct. 16 in New York Federal Court by Metro-Goldwyn-Mayer, General Foods Corp., NBC, Benton & Bowles, Loew's and three actors to the $100,000 suit of Harry Delf, who claims plagiarism of his sketch *The Joker* on a *Good News of 1938* program. The answer is a general denial and an affirmative defense, claiming that the sketch was not original with Delf. A dismissal of the action is sought.

THE LEADING INDEPENDENT
in all NORTHERN CALIFORNIA
announces the appointment of
FREE & PETERS, INC.
as its National Representatives
•
The station? Of course, it's
KROW
Oakland · San Francisco
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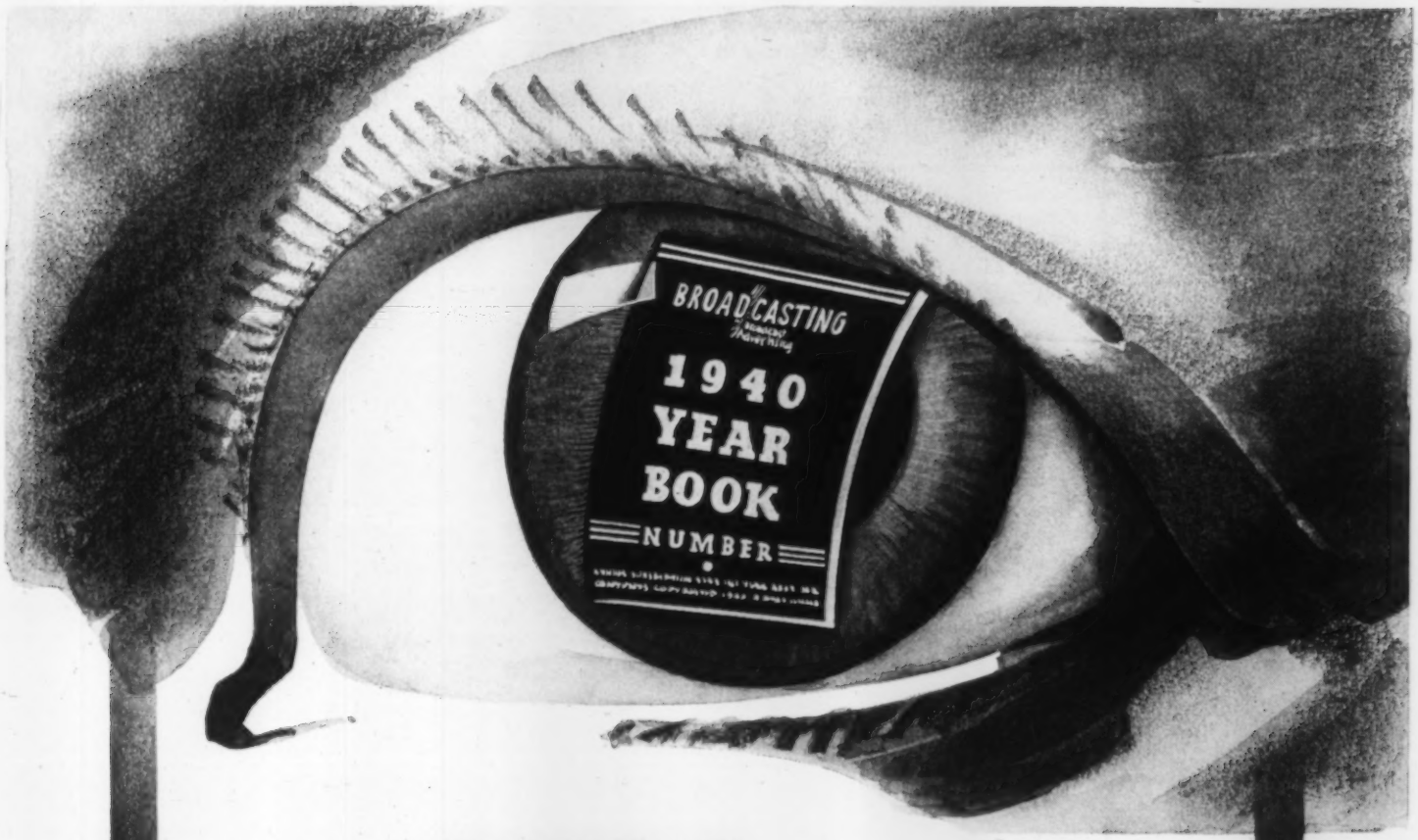
KROW
Radio Center . . . Oakland, California
930 Kilocycles, 1,000 watts, Full Time
Under the same direction as
KSFO...SAN FRANCISCO



The EYES have it!

Whose eyes?

The eyes of the entire radio advertising industry, of course.

They'll be on the 1940 BROADCASTING YEARBOOK Number . . . and *your* advertising message.

For the BROADCASTING YEARBOOK Number is the indispensable, year-round encyclopedia of the business of broadcasting. It *blankets* time-buyers, radio advertisers, station managers, chief engineers, sales managers, program producers and sellers. Which means that it blankets *your* prospects.

The 1940 BROADCASTING YEARBOOK Number, at regular issue rates, with 10% greater circulation than ever before, is *your first advertising buy.*

Full page is $192; half page, $108; quarter page, $60. Frequency rates apply for regular issue advertisers. Advertising forms close December 1.

Reserve Space Now

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSO-KRNT, Des Moines, WMT, Waterloo, WNAX, Yankton, KMA, Shenandoah

White Labs, New York (Feenamint), *ta* series, thru Wm. Esty & Co., N. Y. (KRNT, WMT, WNAX).
Chicago Technical College, Chicago, *sa* series, thru Vanderbie & Rubens, Chicago (KSO, WMT, WNAX).
Chocolate Products Co., Chicago, 3 *t* weekly, thru McCord Co., Minneapolis (KSO).
Pacquin Inc., New York (cosmetics), daily *sa*, thru Wm. Esty & Co., N. Y. (KSO).
Crown Cork & Seal Co., Baltimore, *sa* series, thru Benjamin Eshelman Co., Philadelphia (KSO, WMT).
Swift & Co., Chicago (meat), *sa* series, thru J. Walter Thompson Co., Chicago (KSO).
United Drug Corp., New York (Rexall), *t* series, thru Street & Finney, N. Y. (KRNT).
Consolidated Products, Danville, Ill. (buttermilk products), *t* series, thru Mace Adv. Agency, Peoria (KRNT, WMT, KMA).

KDKA, Pittsburgh

Ludens Inc., Reading (cough drops), 9 *sa* weekly, thru J. M. Mathes, N. Y.
Swift & Co., Chicago (sausage), daily *sa*, thru J. Walter Thompson Co., N. Y.
F. Ad Richter Co., Brooklyn (proprietary), 4 *ta* weekly, thru H. W. Kastor & Son, Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, direct.
John Morrell & Co., Ottumwa, Ia. (ham), 7 *sp* weekly, thru Henri, Hurst & MacDonald, Chicago.
North American Accident Insurance Co., Newark, daily *sp*, direct.
Flex-O-Glass Mfg. Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
G. E. Conkey Co., Cleveland (poultry feed), 2 *sa* weekly, thru Rogers & Smith, Chicago.

KHJ, Los Angeles

Vick Chemical Co., Greensboro, N. C. (Vaporub), 5 *sa* weekly, thru Morse International, N. Y.
Swift & Co., Chicago (Brookfield sausage), 5 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Bell & Co., Orangeburg, N. Y. (Bell-Ans), 2 *t* weekly, thru Anderson, Davis & Platte, N. Y.
National Funding Corp., Los Angeles (chain finance), 6 *sa* weekly, thru Smith & Bull Adv., Los Angeles.
Borden Co., San Francisco (dairy products), 6 *sp* weekly, thru McCann-Erickson, San Francisco.
W. B. Bastian Mfg. Co., Los Angeles (water heaters), weekly *sa*, direct.

WOR, Newark

Megowen Educator Food Co., Lowell, Mass. (crackers), 5 *sp* weekly, thru Badger & Browning, Boston.
DeForest Training, Chicago (radio correspondence course), weekly *t*, thru Presba, Fellers & Presba, Chicago.
Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

KNX, Hollywood

Ford Motor Co., Detroit (autos), 4 *sa* weekly, thru McCann-Erickson, Detroit.
Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap), 3 *ta* weekly, thru Raymond R. Morgan Co., Hollywood.
Campbell Soup Co., Camden, 12 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Washington State Apples, Wenatchee (apples), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Comet Rice Mills, Beaumont, Tex. (packaged rice), 6 *sp* weekly, thru Freitag Adv. Agency, Atlanta.
Haas, Baruch & Co., Los Angeles (Iris canned products), 12 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Rem), 6 *ta* weekly, thru Joseph Katz Co., Baltimore.
Breakfast Club Coffee, Los Angeles (coffee), 2 *sp* weekly, thru Lockwood Shackelford Adv. Agency, Los Angeles.
Supreme Bakery Co., Los Angeles (bread), 5 *sa* weekly, thru W. E. Long Co., Chicago.

KECA, Los Angeles

Tennessee Enamel Mfg. Co., Nashville (gas heaters), weekly *ta*, thru Walker Casey Co., Nashville.
Swift & Co., Chicago (Brookfield sausage), 13 *sa*, 15 *ta*, thru J. Walter Thompson Co., Chicago.
Guaranty Union Life Ins. Co., Beverly Hills, Cal., 39 *sp*, thru Stodel Adv. Co., Los Angeles.
Adohr Milk Farms, Los Angeles (chain dairy), weekly *t*, thru Lord & Thomas, Hollywood.
Dean Witter & Co., San Francisco (brokerage firm), 5 *sa*, thru D'Evelyn & Wadsworth, San Francisco.
National Funding Corp., Los Angeles, (finance), 7 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
William T. Thompson Co., Los Angeles (Vit B-1 powder), weekly *sp*, thru Richard T. Clarke Co., Beverly Hills, Cal.
Ex-Lax Mfg. Co., New York (laxative), 150 *ta*, thru Joseph Katz Co., N. Y.

WBBM, Chicago

Thomas Leeming & Co., New York (Baume Bengue), daily *sa*, thru William Esty & Co., N. Y.
Jewel Tea Co., Barrington, Ill., 7 *sa* daily, thru McJunkin Co., Chicago.
Luden's Inc., N. Y., 3 *sa* weekly, thru J. M. Mathes, N. Y.
Loose-Wiles Biscuit Co., Chicago, weekly *sp*, 2 daily *sa*, thru Newell-Emmett Co., N. Y.

KGO, San Francisco

Pacific Gas & Electric Co., San Francisco (utilities) weekly *sp*, direct.

WHN, New York

State Restaurant Liquor Dealers, New York, weekly *sp*, direct.
Hine & Lynch Shoe Co., New York, daily *sa*, thru Moss Associates, N. Y.
Independent Halvah & Candies, New York, daily *sa*, thru Louis E. Schecter Adv. Agency, Baltimore.
Citizens Non-Partisan Committee, New York, weekly *sp*, 4 weeks, direct.
United Drug Co., New York (Rexall products), daily *t*, 4 days, thru Street & Finney, N. Y.
Beaumont Laboratories, St. Louis (4-way cold tablets), 5 *t* weekly, 19 weeks, thru H. W. Kastor & Sons, Chicago.
National Bowling & Recreation Arena, New York, 3 *sp* weekly, 26 weeks, direct.
Dodge Division, Chrysler Corp., Detroit, daily *sa*, thru Ruthrauff & Ryan, N. Y.
I. J. Fox, New York (furriers), 64 *sa* weekly, 17 weeks, thru Lew Kashuk Adv. Agency, N. Y.
Pepsi-Cola Co., Long Island City, N. Y. (beverage), 4 *sa* daily, 13 weeks, thru Newell-Emmett Co., N. Y.
Pinex Co., Fort Wayne (Pinex cough syrup), 6 *sp* weekly, 22 weeks, thru Russell M. Seeds Co., Chicago.
Sterling Insurance Co., Chicago, 23 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.

KSFO, San Francisco

Beaumont Laboratories, St. Louis (4-way cold tablets), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Kilpatrick Bakeries, Oakland, Cal. (bread), 21 *sa* weekly, thru Emil Reinhardt, Oakland.
American Cranberry Exchange, New York (Eatmor cranberries), 2 *sa* weekly, thru BBDO, N. Y.
Firestone Tire & Rubber Co., Akron, 6 *sa* weekly, thru Sweeney & James, Los Angeles.
Gas Appliance Society of California, San Francisco (stoves) *sa* series, thru Jean Scott Frickelton Adv., San Francisco.

KWK, St. Louis

Loose-Wiles Biscuit Co., Long Island City, 5 *t* weekly, thru Newell-Emmett Co., N. Y.
Bond Stores, New York (clothing), 312 *sp*, thru Neff-Rogow, N. Y.
Independent Packing Co., St. Louis, 360 *sp*, thru Gardner Adv. Agency, St. Louis.

WLW, Cincinnati

Albert Labs., Chicago (Respirine), *sa* series, thru Newby, Peron & Flitcraft, Chicago.
United Drug Co., Boston, *t* series, thru Street & Finney, Boston.
Swift & Co., Chicago (sausage), *sa* series, thru J. Walter Thompson Co., Chicago.

KPO, San Francisco

Studebaker Corp., South Bend (Studebaker Champions) 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura Soap) *ta* series, thru Atherton & Currier, N. Y.
Standard Oil Co. of Cal., San Francisco, *sa* series, thru McCann-Erickson, San Francisco.
McIlhenny Co., Avery Island, La. (Tobasco Sauce) 4 *ta* weekly *ta*, thru John H. Dunham Co., Chicago.
Thos. Leeming Co., New York (Baume Bengue), *sa* series, thru Wm. Esty & Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), *ta* series, thru Joseph Katz Co., Baltimore.
Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap) *ta* series, thru Raymond R. Morgan Co., Los Angeles.
Campbell Soup Co., Camden, 6 *sp* weekly, thru Ward Wheelock, Philadelphia.
Lever Bros., Cambridge (Rinso) weekly *t*, thru Ruthrauff & Ryan, N. Y.
Chas. B. Knox Gelatine Co., Johnstown, N. Y. (gelatine) 2 *sp* weekly thru Kenyon & Eckhardt, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal) 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.

WHO, Des Moines

Grove Laboratories, St. Louis (Bromo-Quinine), 5 *ta* weekly, thru Stack-Goble Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta, weekly *t*, thru Ruthrauff & Ryan, N. Y.
Thomas Leeming & Co., New York (cosmetics), 5 *sa weekly*, thru Wm. Esty & Co., N. Y.
Fenn Bros., New York (ice cream), 2 *sa* weekly, thru BBDO, N. Y.
E. I. DuPont de Nemours, Wilmington (Cel-O-Glass), 2 *sa* weekly, thru BBDO, N. Y.
McConnon & Co., Winona, Minn. (household products), weekly *sa*, thru McCord Co., Minneapolis.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 2 *sa* weekly, thru Western Adv. Agency, Racine, Wis.
Household Magazine, Topeko, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Ludens Inc., New York (cough drops), 3 *sp* weekly, thru J. M. Mathes, N. Y.

KIT, Yakima, Wash.

U. S. Fuel Co., Salt Lake City (fuel), 6 *sp* weekly, thru Gillham Adv. Agency, Salt Lake City.
Eddy's Bakery, Helena, Mont. (bread), 5 *sp* weekly, direct.
W. P. Fuller & Co., San Francisco (pains), 78 *sa*, thru McCann-Erickson, San Francisco.
Pacific Power & Light Co., Seattle (appliances), 517 *sa*, thru McCann-Erickson, San Francisco.
Washington Motor Coach System, Seattle, 156 *sa*, thru Beaumont & Hohman, Seattle.
Folger Coffee Co., San Francisco (coffee), 42 *sp*, thru Raymond R. Morgan Co., Hollywood.

WTAQ, Green Bay, Wis.

Skelly Oil Co., Kansas City, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Wadhams Oil Co., Milwaukee, football games, thru Scott-Telander, Milwaukee.
Oshkosh Overall Co., Oshkosh, Wis., 3 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

KMPC, Beverly Hills, Cal.

Star Outfitting Co., Los Angeles (wearing apparel), 6 *sp* weekly, thru Allied Adv. Agency, Los Angeles.
Union Pacific Railway, Omaha (rail transportation), 5 *sa* weekly, thru Caples Co., Los Angeles.

WOL, Washington

Metro-Goldwin-Mayer, New York, (movie), 6 *sa*, thru Donahue & Coe, N. Y.
Longines-Wittnauer Co., New York, 6 *sa* daily, thru Arthur Rosenberg Co., N. Y.

"In Washington WRC is the best buy"

Pd. Adv.

KFI, Los Angeles

Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, thru J. M. Mathes, N. Y.

Karl's Shoe Stores, Los Angeles (chain), 6 *sp* weekly, thru Pacific Market Builders, Los Angeles.

L. A Sausage Co., Los Angeles (meat products), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.

Fruit Industries, Los Angeles (Guasti wine), 5 *ta* weekly, thru Emil Brisacher & Staff, Los Angeles.

Lyons Van & Storage, Los Angeles (chain), 150 *sa* and *ta*, thru Charles H. Mayne Co., Los Angeles.

Armstrong Cork Co., Lancaster, Pa. (rugs), 3 *t* weekly, thru BBDO, N. Y.

Knox Gelatine Co., Johnstown, N. Y. (gelatine), weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.

Studebaker Sales Corp., South Bend, Ind. (autos), 3 *t* weekly, thru Roche, Williams & Cunnyngham Inc., Chicago.

Flamingo Sales Co., Los Angeles (nail polish), 3 *sa* weekly, thru Buchanan & Co., Los Angeles.

Thomas Leeming & Co., New York (Baume Bengue) 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

Petrol Corp., Los Angeles (gasoline), weekly *sp*, thru Dana Jones Co., Los Angeles.

Los Angeles Soap Co., Los Angeles (soap), 3 *ta* weekly, thru Raymond R. Morgan Co., Hollywood.

Cudahy Packing Co., Chicago (Tang), 8 *sa* weekly, thru Reiwitch & Wittenberg, Chicago.

WWL, New Orleans

Beaumont Labs., St. Louis (proprietary), *sa* series, thru H. W. Kastor & Sons, Chicago.

Gardner Nurseries, Osage, Ia., *t* series, thru Northwest Radio Adv. Co., Seattle.

Coleman Lamp & Stove Co., Wichita, *sa* series, thru Ferry-Hanly Co., Kansas City.

Wander Co., Chicago (Ovaltine), *sa* series, thru Blackett-Sample-Hummert, Chicago.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), *ta* series, thru Benton & Bowles, Chicago.

WGN, Chicago

F. A. Richter & Co., Brooklyn (medicinal), 30 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., N. Y.

Beaumont Labs., St. Louis, 30 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy), 3 *sp* weekly, daily *sa*, thru Platt-Forbes Inc., N. Y.

Lyon & Healy, Chicago, 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.

B. F. Goodrich Co., Akron, *sa* daily, thru Ruthrauff & Ryan Inc., N. Y.

Charles B. Knox Gelatine Co., Johnstown, N. Y., 2 *sa* daily, thru Kenyon & Eckhardt, N. Y.

KQW, San Jose

Meyenberg Milk Products Co., Salinas, Cal. (dairy products), weekly *sp*, direct.

FOR a decade many a Chicago listener has picked up his early morning weather report from either Norman Ross or Halloween Martin. Ross has been telling his listeners about almost everything on behalf of Northwestern Railroad on WMAQ, while Miss Martin, who used to chat for Marshall Field Co., recently changed to Sears-Roebuck on WBBM. After his 7-8 a.m. stint for Northwestern, Mr. Ross sells coffee (McLaughlin Manor House), later talks about shoes (Feltman & Curme), all on WMAQ. The other day he started a Saturday morning half-hour on WBBM for Loose-Wiles Biscuit Co. (Sunshine biscuits), and Miss Martin looked in to wish him good luck.

Swift in Canada

SWIFT CANADIAN Co., Toronto, (meat), through J. Walter Thompson Co., Chicago, on Oct. 30 started thrice-weekly the quarter-hour transcribed serial, *The Shadow of Fu Manchu*, on a group of Canadian stations. Series was produced by Fields Bros., Hollywood, and sold through Associated Broadcasting Co., Toronto. More than 70 stations in the United States are currently releasing the program.

WNEW, New York

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, 14 weeks, thru Blackett-Sample-Hummert, Chicago.

Grove Laboratories, St. Louis (Bromo-Quinine), 6 *sp* weekly, 22 weeks, thru Stack-Goble Adv. Agency, N. Y.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 12 *sa* weekly, 52 weeks, thru Atherton & Currier, N. Y.

Ellay Stores, New York (chain clothing stores), 5 *sp* weekly, 13 weeks, thru Weill & Wilkins, N. Y.

Aladdin Home Appliance Corp., Newark, 12 *sp* weekly, 13 weeks, thru Scheer Adv. Agency, Newark.

S & M Grand Rapids Furniture Co., Newark, 5 *sp* weekly, 52 weeks, thru Levy Adv. Agency, Newark.

Cooperative Sponsors

COOPERATIVELY sponsored MBS program *Listen America*, featuring Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*, syndicated newspaper column, started Oct. 22 with the following sponsors already lined up: Regal Shoe Co., New York, through Cecil & Presbrey, New York, on WKRC, Cincinnati, and WOL, Washington; Booth Fisheries Corp., Chicago, through H. W. Kastor & Sons, that city, on WGN, Chicago; Pontiac Motor Co., Pontiac, Mich., on WOR, Newark, and CKLW, Detroit-Windsor, through MacManus, John & Adams, Detroit. The program, heard Sundays, 6-6:30 p. m., is sustaining or available for local sponsorship on other MBS stations. Additional talent on the program includes Gracie Barrie, songstress, the *Tune Twisters*, Arthur Hale as announcer, and Erno Rapee's orchestra [BROADCASTING, Oct. 1]. On Oct. 29, Jefferson Federal Savings Loan Assn., Louisville, joined the group. The bank sponsors the program on WGRC, that city.

Sunkist on CBS

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges and lemons), will start its thrice-weekly quarter-hour *Hedda Hopper's Hollywood*, Nov. 6 for 52 weeks, on 31 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EST), with James Fonda, of Lord & Thomas, Hollywood, producing. Series is based on Miss Hopper's syndicated newspaper column.

SALT LAKE CITY

responds to the sparkling showmanship of KDYL. That's why KDYL continues to carry more local advertisers than any other local station, in spite of the fact that KDYL's local rate is not lower.

It takes showmanship to win and hold audiences

5,000 WATTS daytime 1000 WATTS night

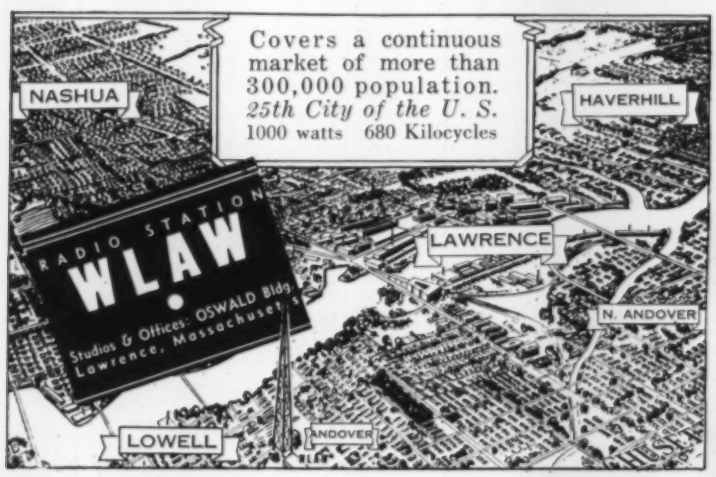
KDYL

The Popular Station

SALT LAKE CITY

NBC RED NETWORK

Representative: John Blair & Co.



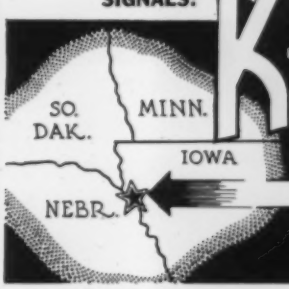
5000 WATTS DAY

1000 WATTS NIGHT

KSCJ

IS CARRYING THE BALL THIS SEASON as the ONLY regional network station in the key city to the great Sioux City Market . . . and the ONLY station of its power or greater whose transmitter is within 60 miles of Sioux City!

SIGNALS! HI!



K·S·C·J

AFFILIATED WITH NBC

The JOURNAL

SIOUX CITY IOWA

C. W. Corkhill, Manager

Represented by George Hollingbery

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Your broadcast advertising over CFCF will reach a bilingual market of over one million, the fifth largest in North America. Listeners tune regularly to CFCF for the best in radio entertainment, and the latest Sport and World news by Transradio.

CFCF is the Sales Producer in Canada's metropolitan market.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Radio Advertisers

PIONEER HI-BRED Corn Co., Princeton, Ill., on Oct. 30 sponsored the Illinois Cornhusking Contest on WLS, Chicago, originating from a farm near Danville, Ill. A 15-minute morning show set the color of the contest and the winner was interviewed on the quarter-hour program aired from the farm at 2:15. WLS also broadcast a similar schedule for the Indiana contest, held near Liberty, Ind., Oct. 27. Both broadcasts were presented under auspices of the *Prairie Farmer*, owner and operator of WLS.

ONTARIO FRUIT GROWERS Ltd., Hamilton, Ont., on Oct. 18 started ten spot announcements thrice-weekly on CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont. Account was placed by Russell T. Kelley Ltd., Hamilton.

BUSHWICK-McPHILBEN Corp., New York (Sparton radios) on Oct. 19 began sponsorship of the weekly news commentaries by Eugene Lyons, editor of *American Mercury*, on WMCA, New York, Thursdays, 10:45-11 p.m. Account was placed direct.

LOS ANGELES SOAP Co., Los Angeles, on Nov. 15 will add, for 13 weeks, KROY KGB KDB KOY KERN and KMJ to its list of stations carrying transcribed one-minute dramatized announcements thrice weekly for Sierra Pine Toilet Soap. Firm is currently using KFI KNX KPO and KSFO. Announcements were cut by Recorders Inc., Hollywood, with placement through Raymond R. Morgan Co., that city.

WEAVER JACKSON BEAUTY SALONS, Los Angeles (chain), in a 14-day campaign which ended Oct. 31 used from two to four one-minute transcribed dramatized announcements daily on KHJ KFWB KGFJ KFVD KMTR. Series was cut by Radio Recorders Inc., Hollywood, and placed thru Milton Weinberg Adv. Co., Los Angeles.

TERMINIX Co., Los Angeles (termite control), in a four-week Southern California campaign started Oct. 23, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is W. Austin Campbell Co., Los Angeles.

WALGREEN DRUG Co., Chicago (national retail drug chain), on Nov. 5 starts six hours weekly on WENR, Chicago. A Sunday broadcast from 12-1 p. m. will be a musical program and Mon. thru Fri. the *Ten O'Clock Final* will be aired 10-11 a.m. Garry Morfit will m.c. the latter show which includes popular music and a five-minute news series. Schwimmer & Scott, Chicago, handles the account.

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

THESE four radio receivers, complete with extra earphones, have been donated to local hospitals by CFRO, Chatham, Ont. They will be serviced by the station's engineering staff.

AIR CONDITIONING TRAINING Corp., Youngstown, is sponsoring two quarter-hour periods of the daily *Byron Hour* program of recorded music on WHN, New York. The cooperatively sponsored program is conducted by Bob Byron, former conductor of an early morning program on CBS, and is heard Mondays thru Saturdays from 2:30 to 3:30 p.m. Weill & Wilkins, New York, is the agency.

W. T. GRANT Co., New Haven (local branch of chain stores), is sponsoring *Church Billboard*, a five-minute feature designed to inform listeners on the recent activities of local church and religious organizations, on WELI, New Haven, Mondays, Thursdays and Fridays at 8 a. m. Account is placed direct.

L. O. GROTHE Ltd., Montreal (Grad cigarettes), has started a weekly network show, Friday, 8:30-9 p. m., on CKAC, Montreal; CKCH, Hull, Que.; CHRC, Quebec; CJBR, Rimouski, Que. Agency is Vickers & Benson, Montreal.

GENERAL FOODS Corp., New York, on Nov. 26 will start Molly Picon's musical autobiography program *I Give You My Life* for 26 weeks on WMCA, New York. The program, conducted in Yiddish, will be heard for Maxwell House Coffee, Sundays, 6-6:30 p.m. Advertisers' Broadcasting Co., New York, placed the account.

CONTI PRODUCTS Corp., New York (soaps, creams), on Oct. 16 renewed its spot campaign of 31 announcements weekly on WNEW, New York, and 48 weekly on WHN, New York. Bermingham, Castelman & Pierce, New York, is agency.

UNIVERSAL LIFE Insurance Co., Richmond, Va., is using a Sunday afternoon series, *University Bible Graphics*, featuring choirs from the Tidewater area, on WTAR, Norfolk.

SINCLAIR REFINING Co., New York, has renewed its half-hour Sunday afternoon show, *History in the Making* on WBBM, Chicago. Renewal contract for 52 weeks was handled through Federal Adv. Agency, N. Y.

LIEBMANN BREWERIES, Brooklyn, is planning a half-hour variety program on a New York station for Rheingold Beer late this fall. No details were available as BROADCASTING went to press from the agency, Lord & Thomas, New York.

FRUITATIVES Ltd., Ottawa, (medicinal) has started a campaign of one-minute dramatized transcribed spot announcements on 14 Canadian stations to run thrice daily, 5 days weekly, for 28 weeks. Lord & Thomas of Canada, Toronto, is agency.

ASSOCIATED GROCERS, a group of 30 grocers in the Hartford area, on Oct. 23 started a new 35-week program thrice-weekly on WDRC, Hartford, Conn., featuring *Your Southern Chef*, James Cox. In connection with the program Cox is making personal appearances at each of the affiliated stores.

Things are Happening In Baltimore!

1- "Business in Baltimore" (November issue) now being mailed to 3,000 retailers and wholesalers in the Baltimore area.

2- WBAL is outstandingly first in local and national spot programs — now broadcasting 110 each week. (Far more than any other Baltimore station — in fact, more than the other two major stations combined.)

3- 12,000 members of the Lone Ranger Safety Club will be entertained at the special showing of the Shrine Circus featuring Clyde Beatty Saturday morning, November 11.

4- "WBAL News", full page advertisements — editorial style — in the *Baltimore News-Post*, bringing the WBAL story into 190,000 homes in the Baltimore area each two weeks.

ROBERT F. SCHUETZ has assumed his new duties as manager of the NBC Hollywood transcription department, having been transferred from the network's New York engineering staff. He is in charge of all NBC transcription activities on the West Coast. C. Lloyd Egner, head of the New York NBC transcription service, is in Hollywood assisting Schuetz in setting up his department.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WSPB, Sarasota, Fla.; WFTL, Ft. Lauderdale, Fla.; WOSU, Columbus, O.; WCOA, Pensacola, Fla.; WBTM, Danville, Va.; South African Broadcasting Corp., Johannesburg. Renewals to the Standard Library include WALR KWYO CFQC KXOK.

NEW subscribers to the *Speedy-Q* sound effects library are WOR, Newark; WCSC, Charleston, S. C.; WMBG, Richmond; WDAS, Philadelphia; KYW, Philadelphia; WJJD, Chicago.

A RECORDED program, *Marza*, in 26 half-hour episodes, written and produced by Al Zink, program director of WEBR, Buffalo, is announced by Transtudio Recording Corp., Buffalo.

ED FOREMAN, for the last six years head of radio transcriptions of RCA Mfg. Co., Chicago, and before that a member of the radio department of Blackett-Sample-Hummert Inc., Chicago, has resigned and has announced no future connections. Alfred E. Hindle has replaced Mr. Foreman at RCA, Chicago.

A LISTENER participation program, *Are You a Gangster?* written by Dick Weill and Peter Sharon, is being submitted to national advertising agencies by Bruce Gilbert Productions, Hollywood, for sponsorship, either in live or recorded form.

RADIO VERSION of the syndicated comic strip "L'il Abner" will be introduced Nov. 20 when NBC starts a series of quarter-hour programs of the same name on the Red network.

On the Record

A DAY or so before Bob Provan, announcer of WDRC, Hartford, Conn., was hospitalized with appendicitis he was nominated for Republican alderman from Hartford's 10th ward. Faced with inability to make a single public appearance, a few hours before his operation Provan made up a stock speech and had it transcribed. During his hospital term the record was played at Republican rallies on his behalf.

American Chicle Adds

AMERICAN CHICLE Co., Long Island City, New York, during the past month has added various groups of stations to the daily transcribed announcement campaigns for its gum products. On Oct. 9, the following stations were added to the Dentyne campaign: WGST WMAZ WTOC WRDW WRBL WEBC KSTP KFYR WDAY and KFJM. For Chiclets, on Oct. 2 were added stations WTIC WGY WFBL WHP WGBI, and on Oct. 25, KYW WRC and WFBR. The company also for Chiclets on Oct. 3 started a half-hour weekly program, *Swing to Chiclets*, featuring Frank Novak and his Music Creators, Tuesdays, on WJZ, New York, and Thursdays on WBEN, Buffalo. A test announcement campaign was started Oct. 23 for Adam Lurals on WNBF, Binghamton, and WOKO, Albany. Agency is Badger & Browning & Hersey, New York.

Dads vs. Sons

FATHERS and sons scrapped it out Oct. 21 during *Bull Session*, the weekly series on CBS which usually features college students in informal discussions. Unique characteristic of the program is that students on the show don't know when they're on the air. Some subject is assigned and they just start wrangling. The fathers appeared in conjunction with Northwestern U's "Dad's Day."

Vallee Subs For Ameche

STANDARD BRANDS, New York, through J. Walter Thompson Co., that city, will have Rudy Vallee as master-of-ceremonies on its *Chase & Sanborn Hour* for four weeks or more with broadcast of Nov. 12, during the absence of Don Ameche, who is on sick leave. With Nelson Eddy leaving the program following the Nov. 5 broadcast, it is currently reported in Hollywood that other changes will take place. Dorothy Lamour may also leave. Donald Dickson, baritone, is signed to take over Eddy's former spot on the show with broadcast of Nov. 19, and at a figure reported as $750 per week. Eddy has been receiving $6,500 weekly.

WAGA Staff Shifts

FOLLOWING a personnel reorganization at WAGA, Atlanta, by which Manager Jess Swicegood will confine his work to sales promotion and policy matters, Paul Overbay, formerly of the program department, has been promoted to become assistant to the manager. Other WAGA changes include the addition of J. H. Macy, formerly Southeastern representative of the Kohler Co. to the sales staff, along with Joe Robkin, both of whom will join George Moore, with the station since it opened in August, 1937. Joe Hill, sportscaster, also will serve as publicity and merchandising manager, and Wally Hadden, m.c. of the WAGA *Yawn Patrol* and formerly of the sales staff, will concentrate on that program, handling both production and sales. National representation of the station has been changed to Reiter-Spadea.

ARE YOU STYMIED IN CALLABOOSE (KENTUCKY)?

We rather think you're not worried about sales in this small Kentucky town, but if you are, we cain't help you out a bit! WAVE covers only the Louisville Trading Area—the 43 counties that contain 200% more income-tax payers than all the rest of Kentucky combined—people who buy more than twice as much as the rest of the state. WAVE covers *this* area at the lowest possible cost. Won't you write for the complete story—today? . . . An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

SETTING THE RECORD!

WHN TRANSCRIPTION SERVICE
1540 BROADWAY, N. Y. C.
BRyant 9-7800

Here's recorded reproduction that tops the field in faithful duplication of every sound... without distortion or added noises. Fairchild Precision Equipment plus superior engineering craftsmanship make WHN Transcriptions the finest you can buy at any price! Hear them! Compare them! Rate cards on request.

Words of WIS-dom

wisdom is better than rubies...
—proverbs 8-11

AND the proverb might have added "oftimes wisdom leads to rubies". Consider WIS, for instance. Consider its most-favorable frequency in South Carolina (560 kilocycles), its most-inclusive coverage (serves more of South Carolina than all other stations combined), its most-favorable programming (NBC Red and Blue). Yes, the first station in a growing market. Isn't there wisdom in specifying WIS? And doesn't the WIS way lead to rubies?

FREE and PETERS, *National Representatives*

Columbia South Carolina WIS 5,000 watts day 1,000 watts night

Men of WIS-dom use WIS for Southern Sales

Agencies

ROBERT L. PHILIPPI has resigned as Lord & Thomas, Los Angeles, executive on the Union Oil Co. account to become director of public relations and advertising for the latter firm. He takes over the post of E. H. Badger, who switched to Lord & Thomas as head of press relations. William Pringle of Lord & Thomas has become executive on the Union Oil account. Agency has also added W. H. Cheney as junior account executive. Roy Swanfeldt is another addition.

DANNY DANKER, vice-president and Hollywood radio manager of J. Walter Thompson Co., is in New York for conferences.

JAMES G. LEWIS, former marketing counsel for Topics Publishing Co., New York, publisher of *Drug Topics, Drug Trade News* and *Food Field Reporter*, has been appointed vice-president of Monroe F. Dreher, New York. Mr. Lewis was previously eastern manager of the national advertising department of Scripps-Howard newspapers.

EDWIN R. DIBRELL, formerly executive vice-president of R. H. Macy & Co., and vice-president and merchandising manager of Lord & Taylor, has joined N. W. Ayer & Son, New York.

KELLY, NASON & WINSTEN, New York agency, has changed its name to Kelly, Nason Inc., upon the resignation of Harry J. Winsten, partner.

DALE PERRILL, formerly of Presba, Fellers & Presba, Chicago, has joined the Detroit staff of Ruthrauff & Ryan. Prior to joining the Presba firm Mr. Perrill was with Ruthrauff & Ryan in Chicago.

LOUIS E. WESTHEIMER & Co., St. Louis, has moved to new quarters at 315 N. Seventh St. The agency entertained 150 advertising and radio executives at a cocktail party in its new offices Oct. 20.

HARRY TERRY, formerly vice-president of Cramer-Krasselt Co., Milwaukee, and for the last year a sales and advertising economist, has joined the Chicago office of Cecil & Presbrey as account executive. The agency's Chicago office recently was moved to enlarged quarters in the Builders Bldg.

JOHN S. WHEDON, manager of the San Francisco office of Lord & Thomas recently was transferred to Chicago. He was succeeded in the bay city by his assistant, Fairfax Cone.

DAVE OWEN, executive of Blackett-Sample-Hummert, Chicago, was in Hollywood Oct. 22 for start of the third quarter of the NBC *Grouch Club* program, sponsored by General Mills (Korn Kix).

Berk Forms Agency

HARRY A. BERK, former vice-president of J. Stirling Getchell, New York, and with that agency in various executive positions since 1932, has resigned to open his own advertising agency, Harry A. Berk Inc., at 420 Lexington Ave., New York. Telephone is Lexington 2-8689. No further announcement as to personnel or accounts of the new agency will be made for several weeks, according to Mr. Berk.

HARRY F. ANDERSON, former NBC Western Division sales manager, San Francisco, and more recently an executive of Barton A. Stebbins Adv. Agency, Los Angeles, has organized H. F. Anderson & Associates, public relations counsel, in the former city. Headquarters are at 111 Sutter St. Associated with him is Christian Cronin, formerly of McCann-Erickson, San Francisco.

WALTER S. WEEKS, formerly an executive of Laswell & Co., Los Angeles, has joined Faraon Jay Moss Inc., Hollywood, as vice-president and account executive.

DONALD S. KENNEDY, for 14 years with Charles Daniel Frey Co., Chicago, has been named vice-president and secretary of the agency.

ROBERT JAMES, account executive of Hixson-O'Donnell Adv., Los Angeles, is the father of twin girls born Oct. 16.

McCANN-ERICKSON on Oct. 30 moved its New York offices to 50 Rockefeller Plaza; new telephone number is Circle 5-7000.

Clyde S. Thompson

CLYDE SMITH THOMPSON, 62, former president of the Thompson-Carroll Agency, Cleveland, and later in charge of outdoor advertising accounts of J. Walter Thompson Co., New York, died on Oct. 21 after a brief illness at his home in New York. Until recently, Mr. Thompson, was sales promotion manager and art director of the M.L.A. Publications, New York, which include *Radio Guide, Screen Guide* and *Click*. He is survived by his wife, a daughter, a son, his mother and his sister.

J. W. MILFORD, formerly of the public relations division of N. W. Ayer & Son, New York, specializing in television promotion, has resigned to establish a promotion and public relations firm at 225 W. 39th St., New York. Mr. Milford was previously publicity director of the lamp department of General Electric Co., and for five years public relations counsel to the Illuminating Engineering Society.

WHEN Dick Marvin, radio executive of the Wm. Esty & Co., flew into Nashville recently from Hollywood, he was met at the airport by Harry Stone, general manager of WSM, who brought along a genuine band of Smoky Mountain hillbillies by way of greeting. Marvin visited WSM to inaugurate the *Grand Ole Opry* series for R. J. Reynolds Tobacco Co. (Prince Albert tobacco) on 26 stations of the NBC Southern Network, Saturdays, 9:30-10 p. m.

AGENCY Appointments

PROCTER & GAMBLE Co., Cincinnati, to Compton Adv., New York, for Duz, granulated household soap. No media plans have been made.

MERIT FOOD Co., Hackensack, N. J. (salad dressing), to Eastern Adv. Agency, New York. Radio may be used after first of the year.

A. STEIN & Co., Chicago and New York (garments, haberdashery, etc.), to Vanderbie & Rubens, Chicago, effective Jan. 1. Newspaper, trade paper and magazine advertising planned.

BERG-WILLIAMS Corp., New York (Dura-Perl dentifrice), to Morgan Reichner & Co., New York. Possibility of radio but no plans made to date.

JACOB RUPPERT Brewery, New York, to Ruthrauff & Ryan, N. Y., effective Nov. 15, 1939.

STONE TOBACCO Co., Philadelphia (Lord Jeff Pipe Tobacco), to McKee & Albright, Philadelphia.

PRINCIPAL PRODUCTIONS, Culver City, Cal., to Calkins & Holden, New York, to handle promotion for new production "Our Town" to be produced in November. No advertising plans made as yet.

GEORGE W. LUFT, 68, one of the founders of the American Druggist's Syndicate and president of George W. Luft Co., manufacturer of Tangee cosmetics, died on Oct. 14 after an emergency operation at the New York hospital. Surviving are his wife, a daughter, and two sisters.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Reps

WALTER CALLAHAN, formerly of the commercial department of WLW, Cincinnati, has been named Chicago manager of Transamerican Broadcasting & Television Corp., to replace DeWitt C. Mower, who has joined the firm's New York office. Charles Coffin has resigned from the company's Chicago office. John Hatfield will be associated with Mr. Callahan.

HEADLEY-REED Co., station representative, has opened a branch office in Glenn Bldg., Atlanta. Gregory Murphy Jr., for two years with Eastman, Scott & Co., Atlanta agency, has been placed in charge.

JOHN BLAIR & Co., national representative firm, announces that its recently opened St. Louis office is located at 455 Paul Brown Bldg., phone: Chestnut 4154. Chris Hetherington, formerly of International Radio Sales, Chicago, is in charge.

TORONTO office of Joseph Hershey McGillvra announces its appointment as representative of CFPL, London, Ont., effective Nov. 1.

WNEW, New York, has appointed John Blair & Co., its national representatives, effective Nov. 1.

NBC Commentators

JOHN GUNTHER and Hilmar Baukhage, NBC European commentators who recently returned to the United States, are conducting a daily quarter-hour of comment on the general European situation on NBC-Red. Baukhage speaks from Washington five days a week, 11-11:15 p.m., and Gunther is heard from New York the other two days.

Modern Typing

TO "TRANSLATE" our archaic system of spelling, which dates back to Shakespeare's day, into the vowels and consonants actually used in modern English speech, NBC has had a phonetic typewriter constructed by the L. C. Smith Co. The machine is similar to a standard model except that it has 90 symbols of the International Phonetic Alphabet on its type bars. Ordered primarily so that a legible manuscript might be written for NBC's forthcoming *Handbook for Announcers and Speakers*, the typewriter may also be used in preparing radio scripts which contain unusual technical phrases or foreign names.

La Choy in Buffalo

LA CHOY FOOD PRODUCTS, Detroit, on Oct. 31 started twice-weekly participations in *Modern Kitchen* on WKBW, Buffalo. Blackett-Sample-Hummert, Chicago handles the account.

Puppet Show Rights

REMO BUFFANO, noted puppeteer, has asked for the rights to the weekly program, *The Shadow*, sponsored on MBS by Delaware, Lackawanna & Western Coal Co., in order to stage probably the first detective mystery ever performed with puppets.

PERKO, NEW CEREAL, DEBUTS VIA RADIO

QUICK MEAL CEREAL Co., Minneapolis, has started a radio campaign to introduce its new warm cereal called Perko. By Nov. 15, 28 stations of the North Central Broadcasting System will be carrying the Thursday morning quarter-hour program, according to John W. Boler, president of the network. Titled *Perko Pep-Up Time*, the program is keyed from WTCN, Minneapolis, and is fed to KSTP WMIN WDGY KFAM KYSM KROC KATE KWNO WKBH WEBC WMFG WHLB, WJMS WDAY KFJM KABR WNAX WMT KSO. Eight other stations will be added as distribution of Perko is effected.

Since Sept. 1, 300 independent retailers and 14 jobbers have been lined up by a merchandising crew of five, working under Mr. Boler, who reports that 1,000 stores and 90 jobbers will stock the new cereal by Nov. 15. "When the campaign started, merchants wouldn't stock such a competitive product unless assured that it would be backed by a consistent advertising campaign, and using radio in the principal cities enables us to obtain the principal dealer outlets in those towns," Mr. Boler said.

"After a month of the campaign we traced the first orders and found that the retail outlets had reordered three and four times. The radio campaign not only sold the dealers on what it might do, it is selling and selling well," Boler added.

The weekly program is supplemented by a varying schedule of spot announcements and participations. Paul Allen, baritone soloist, and Michael Coscio, NCBS organist, are featured on the show. Merchandising men assisting Mr. Boler are Clifford Garding, William Hutchins, Harland Ohde, E. M. Lebeck, and William T. Helmes. First United Broadcasters, Chicago, handles the account.

Florida Fruit Drive

FLORIDA CITRUS COMMISSION, Lakeland, Fla., will use participations in women's programs on WCAU, Philadelphia, and seven Yankee Network stations, for its annual fall and winter campaign to promote the new crop of oranges and grapefruit now being shipped to markets. Starting about Nov. 1 thrice-weekly participation in the WCAU *Woman's Club* program will be used, and twice-weekly participation in the *Marjorie Mills* program on stations WNAC WTAG WCSH WTIC WICC WEAN and WLBZ. Arthur Kudner, New York, is the agency.

CLARK FOR QUALITY IN ELECTRICAL TRANSCRIPTION PROCESSING ★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

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Newark, N.J.
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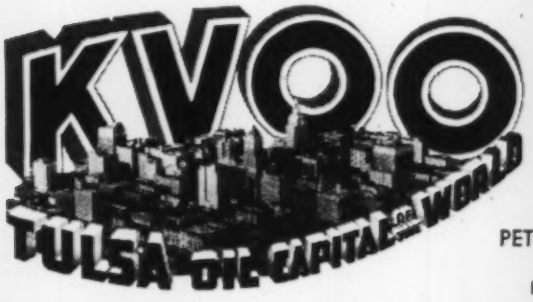
BLACK GOLD
America's Second Largest Industry

Wherever oil is found, it reacts to the benefit of Tulsa, Oklahoma, Oil Capital of the World! Tulsa is the home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show! For Tulsa alone—if not for Oklahoma's richest market surrounding the Oil Capital—use KVOO! 25,000 watts; both N. B. C. Networks; Unlimited Time.



★

EDWARD PETRY AND CO.
National Representative

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Suit Goes to Trial

TEMPORARY injunction was denied Kate Smith, the radio star, and the Kated Corp., on Oct. 19 by Supreme Court Justice Charles B. McLaughlin, who also ordered trial of the $100,000 suit against a firm doing business as the Smith Co., for Nov. 6. Suit was filed Oct. 11 by Kated Corp. claiming that the Smith Co. was advertising its undergarments for stout women as "Kate Smith Stouts" in violation of the Civil Rights law, capitalizing on the radio star's popularity and misleading the public into thinking that the garments are manufactured by her.

Radio and Education

ARTHUR W. STOWE, CBS production manager in San Francisco, will assist the Pacific Southwest Conference on Adult Education during their convention at Berkeley, Cal., Nov. 16-18. A demonstration radio broadcast is planned, patterned after the CBS *People's Platform*, as a feature of the Adult Education Program. Inez G. Richardson of Stanford U is chairman of the Committee on Radio Discussion.

WBOE, Cleveland Board of Education station, cooperating with WHK, Cleveland, on Oct. 21 started a new series of weekly educational programs, *Your School*, arranged and directed by Larry Roller, educational director of United Broadcasting Co. One program is devoted to each of the local high schools and presents students, faculty, musical and dramatic groups from each school. The series was arranged through Dr. Russell V. Morgan and Dr. William Levenson, director of WBOE.

CHICAGO RADIO COUNCIL, under the direction of Harold Kent, is holding a series of dinner meetings with local teachers for discussions of educational broadcast techniques. After the dinners, classroom demonstrations are held in the new studios of CRC at 228 N. LaSalle St.

FEATURING dramatizations of the lives of "unsung heroines" of America and the part played by women in every phase of American life, the new *Gallant American Women* started Oct. 31 on NBC-Blue. The series, produced in cooperation with the U. S. Office of Education, will be a continuation of 13 programs broadcast this summer under the title, *Women in the Making of America*.

A STUDY of how pupils listen to the radio has been published in the *Teachers College Journal*, Terre Haute, Ind., under the title "Out-of-School Radio Listening Habits of Vigo County School Children." The article was written by Clarence M. Morgan, director of radio education, and Easter Straker, graduate student of the College.

UNIVERSITY Broadcasting Council, Chicago, will continue under auspices of De Paul U and Northwestern U, according to announcement by Allen Miller, UBC director. The Field Museum and similar Chicago organizations representative of the community will be associated with the Council. New board of trustees includes the following radio educational directors: Judith Waller, NBC; Myrtle Stahl, MBS; Lavinia Schwartz, CBS; Al Hollander, WJJD.

NEW educational series, *Southern School of the Air*, started this month on MBS-Southern Network stations, Monday through Friday, 1:30 to 2 p. m. Programs originate in Kentucky U studios and are picked up by WLAP, Lexington, for the other members of the network: WCMI, Ashland; WGRC, Louisville; WSIX, Nashville. KGVO, Missoula, Mont., on Nov. 5 will start the new Sunday afternoon *University Hour*, produced by E. G. McGinnis, professor of speech at Montana U. The series, originating on the campus in the main auditorium of the Student Union Theatre, will present University music groups and student and faculty speakers.

AN ANALYSIS of radio programs for school-age listening has been made by Paul Misner, superintendent of schools of Glencoe, Ill., who recently published a 180-page booklet on the subject. Programs receiving special attention were *History in the Making*, a weekly series on WBBM, Chicago, sponsored by Sinclair Refining Co.; *Calvalcade of America* formerly heard on CBS, and *Information Please*.

SYRACUSE U has issued a new brochure outlining activities in its *Radio Workshop* curriculum, a regular University undertaking operated in conjunction with WSYR and WFBL in Syracuse, N. Y.

SERIES of lectures, *Adventures in Ideas*, on educational problems and the progress of sciences is being broadcast again this year from Oct. 29 through April 14, 1940, on WQXR, New York. Distinguished lecturers from the fields of philosophy, law, education, sociology, and others are heard from Cooper Union, New York.

J. KENNETH JONES, formerly publicity director of the Chicago Community Fund and previously on the continuity and production staff of WHAS, Louisville, has been appointed director of information of the Federal Radio Education Committee, according to an announcement by John W. Studebaker, U. S. Commissioner of Education and chairman of the Committee.

In Time of Need

NETWORK affiliations were forgotten recently when Irving Reis, who does *Columbia Workshop* programs for CBS, was rushed to a Hollywood hospital for an appendicitis operation and his radio writing class in League of American Writers was voluntarily taken over by Arch Oboler, NBC writer-producer. Reis formerly headed the *Columbia Workshop* in New York and is now a Paramount Pictures writer-producer. He has a working arrangement with CBS.

DR. ALONZO G. GRACE, Commissioner of Education for Connecticut, has accepted membership on the board of consultants of the CBS *American School of the Air* to serve in an advisory capacity. A total of 42 noted educators and scientists now aid the CBS educational department in making up the curriculum for the ten-year-old daily educational program.

TRANSCRIPTIONS of *America's Town Meeting of the Air* programs are now being cut in San Francisco for shipment via *China Clipper* to Honolulu, where they are played in the territorial schools of Hawaii as the basis of a popular course.

CBS has commissioned American composers of outstanding achievement to write orchestral works drawing on the inspiration of folk-melody for the *American School of the Air* Tuesday series, *Folk Music of America*. The network also reports that it has arranged with the National Education Assn. to demonstrate classroom use of the *School of the Air* program at teachers' conventions throughout the country, the first scheduled for Nov. 3 when the Minnesota Educational Assn. convenes in Minneapolis.

"WE BUILD PROGRAMS FOR 600,000 PEOPLE"

Says GENE TRACE
Program Director
of WMBD

"There are a lot of people in this 'Peoriarea'—on farms, small towns and cities. And we do our level best, 18 hours a day—to please them all."

IT'S A 50-50 MARKET

About half of those 600,000 people we reach are on the rich, prosperous farms here in the heart of Illinois. The other half are in the hustling towns and cities, where heavy industrial payrolls boost the buying power of "Peoriarea" well above the average.

This is a big market within a sixty mile radius and WMBD covers it all, thoroughly and economically. It's BIG IN POPULATION AND BUYING POWER . . . and it deserves that kind of a place on your list.

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

10,000 SOAP BOXES!

The combined influence of 10,000 soap box orators could not offer you the sales power available here at WAIR. They listen! They believe! They BUY!

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

BUTTE - The Richest Hill on Earth
HELENA - The Capital City
BOZEMAN - The Rich Gallatin Valley
Gene Furgeson & Co., Representative

This picture reproduced on copper will be sent you on request.

Purely PROGRAMS

FIVE-HUNDRED new radio receivers are awarded listeners on the *Radio Awards* program of WFIL, Philadelphia. During the recorded music program Jack Steck, master of ceremonies, chooses names at random from the local phone directory and calls them directly from the studio, with listeners getting his side of the conversation. Among the phone-answerers, those listening to WFIL receive a radio, while non-WFIL listeners and others whose lines are busy, as well as others who do not answer, get a pair of tickets to the WFIL-MBS *Mystery History* broadcast.

* * *

Youth's Views

McCALL's Magazine, New York, on Oct. 23 placed full-page advertisements in the metropolitan dailies to announce the opening that night of *Youth Questions the Headlines*, a series of informal discussion programs arranged in cooperation with NBC for weekly presentation on NBC-Blue. Young people from widely different American backgrounds are invited to discuss what they think of such problems as war, neutrality, or the danger from propaganda, under direction of Otis Wiese, editor of *McCall's*, when the program originates in the East, and in the West, with Miss Toni Taylor, associate editor.

* * *

Unbiased Sextet

WITHOUT comment or opinions, *Six Speaking Editors* of the *Minneapolis Star-Journal* broadcast on WCCO. Different announcers present "News from the dictator countries", "news from the Allies", "news from Washington", "news from the Northwest", "news of women" and "laughs in the news".

* * *

Student Schemes

WAAF, Chicago, has started a Sunday afternoon series titled *The Idea Exchange*, featuring local college students in discussions of all sorts of subjects. The program is directed by Henry Kingston and is informal in tone.

* * *

USING its mobile unit, all painted up to promote the sponsoring Castleberry's food products, WRAL, Raleigh, N. C., goes directly to local stores handling the Castleberry line, transcribes a quarter-hour of interviews with customers five times weekly, and then rebroadcasts the interviews in an evening spot under the title *Listen to Yourself*. This trio—(l to r) J. B. Clark, announcer, L. B. Terry, engineer, and H. Hamrick, copy writer—handle the feature. Nachman-Rhodes Inc., Augusta, Ga., is the Castleberry agency.

Housing Game

SHEFFIELD Village, the largest Federal housing development in California, near Oakland, is the scene each Sunday of a broadcast on KROW, Oakland. Scott Weakley and Andy Potter of KROW conduct the broadcasts, which consist of interviews with sight-seers in the various model homes. Weakley gets their personal stories and then passes them on to Potter for a question game. Each person draws three questions from a small model home. Two out of three correct answers wins the participant $1. A second dollar goes to the jackpot. If a contestant gets three correct wins he gets $2 plus the jackpot. Sheffield Village is being built by E. B. Fields Co. of Oakland and the agency is Tomaschke-Elliott.

* * *

Concessions to Ladies

WITH membership pins going to listeners writing in, the *Women's Service Club* feature on WPEN, Philadelphia, through its director, Mabel Love, is developing plans whereby all regular members will be entitled to special discounts at several local stores and movie houses and will receive concessions at all events sponsored by the Club. The Club's first function of the winter season will be a Thanksgiving party in the WPEN auditorium.

* * *

Fashion Queries

PAIR of dollar hose are awarded women listeners of *Your Neighbor Speaks* on KARK, Little Rock, Ark., for acceptable questions about fashions or nearly anything else of public interest. During the program, remoted from a local ladies' ready-to-wear store weekly, women customers are interviewed and plied with the prize-winning questions. Interviewees also win a pair of hose, whether right or wrong in answering the queries.

* * *

Kitchen Klinic

AUDIENCE participation quiz program, *The Kitchen Klinic*, which is directed to housewives and originates from a local theatre, has started on WTKC, Visalia, Cal. Program features Lila Barlow, home economics expert, and deals with cooking problems. Charles Foll, station production manager, is master-of-ceremonies.

* * *

Tips on Song Titles

A NEW weekly quarter-hour program featuring Roberta Bragdon, pianist, on KOY, Phoenix, is titled *Piano Quiz*. Songs are played and listeners identify words and phrases based on the titles of the unannounced numbers. Correct answers are announced later to give listeners a chance to check their musical knowledge. * * *

Neighborhood Bards

FEATURING local poets and poetry of Northeast Arkansas and Southeast Missouri, the new daily *Local Poets* feature has started on KBTM, Jonesboro, Ark., under direction of Marvin Cloyd.

* * *

Sign of News

WTOC, Savannah, Ga., strikes two electric chimes when it introduces each of its 14 daily newscasts.

Law for All

COOPERATING with the local Young Lawyers Assn., KGVO, Missoula, Mont. has started a new dramatic series, *This is the Law*, dramatizing points of law translated into human experience, i.e., a dramatization built around the fact that a confession obtained under duress is not admissible as evidence in a trial. Russell Smith, Missoula attorney, acts as legal adviser on the series, which is written and directed by Jimmy Barber, KGVO program director.

* * *

Winter Motoring

AS A SERVICE to winter tourists, Lou Ella Archer, writer and traveler, suggests short trips in and around Arizona, gives road information and descriptions of historic spots of interest during the weekly quarter-hour highway program on the Arizona Network. Broadcast originates at KOY, Phoenix, under auspices of the Arizona State Highway Department.

* * *

Spellers Vie

TO GIVE the old fashioned spelling bee still another twist, WLS, Chicago, airs a Saturday program featuring housewives from various social clubs. Recently, the Ladies' Auxiliary of the Order of Railroad Conductors, representing the Illinois Central, Northwestern R. R., Santa Fe, and New York Central spelled each other down.

MOOSER'S PAL
KYA Official Gives Stranger A Sudden Surprise

ARTHUR CAYLOR, San Francisco columnist, spins the following yarn in one of his recent columns in the *San Francisco News*:

"Our 'I-Wonder-Why' department is baffled by this one: Late the other evening a man reading BROADCASTING magazine in the Bridge Terminal found himself listening to a stranger who said he was in the radio business, too—an announcer at KYA. Which shows? He named several of the best. Who was manager there now? Why—familiarly—Rei Quinn. Did he know what's-his-name, the assistant manager? Sure, very well. The stranger knew all the people—and all the answers.

"He just chatted along, with no sign of a touch, until, finally, the first fellow handed the stranger his card and left to catch his train. The card read: *Gurdon Mooser, assistant manager KYA.*"

* * *

Range Greeting

TO WELCOME easterners Arizona Network has launched a five-weekly quarter-hour typical western program, titled *Singing in the Saddle*. It features Palo Verde in songs of the range and tall stories, and originates at KOY, Phoenix.

* * *

Fair Trades

SWAP service, under the title, *White Elephant Club*, is the newest feature added to Bee Baxter's *Household Forum* series on KSTP, St. Paul. As a Saturday morning feature listeners write in about anything they want to trade.

CHRISTMAS TREE of 1939

STAR RADIO is proud to offer the CHRISTMAS TREE OF 1939—the fourth and entirely new edition of radio's most famous Christmas series. Complete in 25 half hour scripts—requiring one man for production. Its price (in the U. S.) is $25.00, complete, per station. THE STATIONS listed here are just a few of those who have increased sales with this special holiday series. Territorial rights are going fast! Take advantage of the tremendous sales value of the famous "CHRISTMAS TREE" by ordering now, *via wire collect.* Assure YOUR station of a real drive for holiday business.

KDYL	KFXM	KSO	WJW	CJCA	CKMO
CKOV	WPG	KIDO	KTOK	WGTM	CFGP
KFOR	KGU	KOOS	WLNH	WMC	KOIL
CJKL	CFNB	KICA	KCKN	KGLU	WRTD
CFCF	WGAL	WNBF	KMO	WRGA	CKGB
WOC	KRKO	KFRU	CHAB	KFNF	WJBC

If you have not seen the Christmas Tree brochure write to Dept. T for free copy.

(Canadian Representatives: All Canada Radio Facilities, Ltd.)

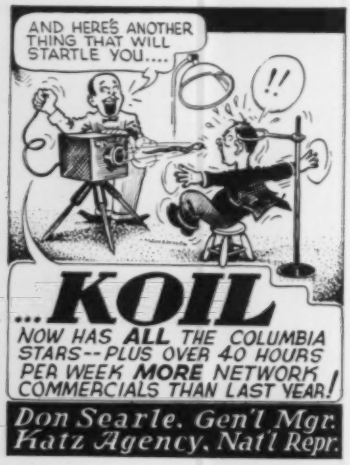
Star Radio Programs, Inc.

"America's Leading Script Service"

250 Park Avenue New York City

Pins in Milwaukee

TWENTY-FIVE members of the Milwaukee Bowling Proprietors Assn. are sponsoring the new *Bowling Like Sixty* program on WTMJ, Milwaukee, featuring Billy Sixty, nationally famous kegler and bowling editor of the *Milwaukee Journal*. The weekly program is titled after Sixty's regular column in the newspaper. On the air he covers bowling news, relates anecdotes from his experience and conducts a question and answer box for bowling fans of Milwaukee, one of the leading bowling cities in the country.



...KOIL

NOW HAS ALL THE COLUMBIA STARS--PLUS OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR!

Don Searle, Gen'l Mgr.
Katz Agency, Nat'l Repr.

Studio Notes

NORTHERN California Broadcasters ASSN. and trade representatives gathered at the Palace Hotel, San Francisco, recently to pay tribute to A. E. Nelson, new general manager of KPO-KGO and to Lloyd E. Yoder, former manager there, now in charge of KOA, Denver. A majority of the stations in the San Francisco Bay area were represented at the dinner arranged by Ralph R. Brunton, vice-president. Arthur Westlund, manager of KRE, Berkeley, association president, presided. V. Ford Greaves, FCC inspector-in-charge at San Francisco, and former business associate of Nelson, paid personal tribute to the new KPO-KGO chief.

WGBF-WEOA, Evansville, Ind., recently entertained newspaper editors from surrounding towns, the group organizing Tri-State Press-Radio Assn., with meetings scheduled every two months. The papers carry program schedules and stories, receiving time in exchange. Clarence Leich, WGBF-WEOA, will act as host at the meetings.

WGN, Chicago, has covered the walls of its press room with 35 war maps of Europe ranging from eight feet square to small topographical maps of the western front. A long list of foreign name pronunciations has been installed in the WGN news studios.

KVOE, Santa Ana, Cal., has received a citation from the U. S. Junior Chamber of Commerce in recognition of its cooperation with the civic organization. Presentation was made at a meeting of the local chapter, and was received by Manager Ernest L. Spencer for the station. KVOE also has been awarded two citizenship medals by the Veterans of Foreign Wars for its services to that organization.

KFEL, Denver, caught with a momentary power failure that cut off the last eight seconds of Col. Charles A. Lindbergh's quarter-hour address on MBS, immediately began getting calls from irate listeners protesting against "cutting off" the speaker. During the momentary power dip Col. Lindbergh had finished his talk, and when KFEL came back on the air the network announcer was giving the cue and a network dance band followed. Despite announcement of the circumstances of the interruption, the KFEL switchboard was swamped for the rest of the evening and most of the following day with calls from listeners who believed the flyer had been cut off in the middle of a 30-minute address.

KFVS, Cape Girardeau, Mo., has been awarded a plaque by the local American Legion post for its community service and cooperation. Oscar C. Hirsch, owner of the station, received the award from Lou C. Lozier, Department of Missouri Commander.

KHUB, Watsonville, Cal., during the four-day Santa Cruz County Fair, held October 12-15, carried 37 remotes from the fair, including two special half-hour variety shows, descriptions of exhibition booths, interviews and contests, along with several regular live talent programs originated at the fair.

UNIVERSITY Broadcasting Council, Chicago, has started a Sunday afternoon series on MBS titled *Meditation and Melody*, featuring the music of Henry Weber and guest artists from the music departments of local colleges. Prof. Harry D. Taft, assistant dean of DePaul Law School, presents bits of philosophy on each show.

WLS, Chicago, has discontinued its Saturday afternoon talent jamboree called *Merry-Go-Round* in order to run its *Homemakers' Hour* six days weekly. The latter series is conducted by Harriet Hester, WLS educational director.

DEDICATION of the new organ of KDKA, Pittsburgh, during a special coast-to-coast NBC-Blue salute Oct. 22 featured salutes from Jesse Crawford and Dick Liebert in New York, Irma Glenn in Chicago and Paul Carson in Hollywood with Bernie Armstrong at the keyboard in Pittsburgh.

WCAU, Philadelphia, has completed arrangements to broadcast the Saturday night home games of the Philadelphia Sphas in the American Professional Basketball League, direct from Broadwood Auditorium. The first pro basketball broadcasts in Philadelphia, the court series is to start Nov. 4 extending through a schedule of 26 games. Bill Dyer, assisted by Roger Griswold, will handle the play-by-play descriptions.

WBBM, Chicago, recently aired a quarter-hour program titled *Open House Preview* under auspices of the local Junior League. Designed to raise funds for the Foster Home Care for Convalescent Children, the program was produced and directed by Junior League members.

FOUR singers of NBC-Chicago were honored recently by the musical magazine *Metronome* as "outstanding vocalists of the air". Singers included Jack Baker, *NBC Breakfast Club* tenor; Dick Todd, *Avalon Time* soloist; Evelyn Lynne and Nancy Martin of the *NBC Club Matinee*.

FRIDAY the 13th held no fears for Warde Adams (holding script), the *Strietmann Street Man*, heard thrice-weekly on WRVA, Richmond, Va. On the fateful day he held his broadcast under a ladder, made participants hold black cats and break mirrors, and in general tempted the evil spirits. However, Adams gave each participant a rabbit's foot to carry away, just in case.

WJIM, Lansing, Mich., promoted the organization of a local listening group that meets Thursday evenings to hear the NBC *America's Town Meeting of the Air*. The group, made up largely of professional men and women and State officials, holds its own discussion after each broadcast.

CKAC, Montreal, claiming an all-time record for North American stations, reported that during the week of Oct. 15-22 every minute of broadcast time from 6 p. m. to midnight was sold, due to an unusual run of ordinary commercial business and to additional time sales resulting from the Quebec provincial elections, which closed Oct. 25.

KIEV, Glendale, Cal., is the latest subscriber to United Press radio news service, UP announces. The press service also reports that four stations in Ohio and West Virginia (WSPD, Toledo; WALR, Zanesville; WMMN, Fairmont, and WWVA, Wheeling) which were former subscribers to UP news have again contracted for this service, effective in 1940 at the end of the group's present contract with another news service.

BIDE DUDLEY, drama critic and formerly of WOR, Newark, is reviewing new Broadway plays on opening nights over WHN, New York.

WCFL, Chicago, is carrying the Saturday night NBC symphonic programs conducted by Arturo Toscanini.

A SERIES of talks on the advantages of the U. S. Army as a career for the youth of today are heard on WOV, New York, with State Senator Phelps as an "inquiring reporter" and Capt. B. E. Thurston of the Army giving the information on every branch of the Service.

WFBL
Syracuse

Business is Better, Here, than it's been in Years!

Continuing on it's sharp upturn—business in Syracuse and Central New York is better than it's been in many years! This market which, under all conditions, is a bright spot because of the extensive manufacturing which is done in this area, is today one of the most brilliant spots in the Northeast section of the country. Twenty-two factory payrolls—in all types of industry—have steadily improved every month this year. This means greatly increased consumer purchasing power.

Your products—advertised over WFBL—will bring you *your share* of business in this rich, prosperous market. Wire, telephone or write for complete information, rates and time available NOW!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

WTAG
WORCESTER, MASS.
The closest any other station comes to WTAG's 58.88% all-hour average audience is 25.13%.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative
The only station which gives primary coverage to ALL of Worcester County.

KFSD, San Diego, Cal., has remodeled its studios in the U. S. Grant Hotel, adding many innovations. Unique feature is the new operating console, designed by Sam Lipsett, assistant manager, and Hal Hasenbeck, chief engineer. It is said to be the only one of its kind, with a 100% silent electronic high-level mixing system. It operates entirely by lights and push-buttons and permits switching of 15 microphones, plus turntables, in a half-dozen booths and studios, in simultaneous broadcasts and auditions.

WSPD, Toledo, O., has started a new series of thrice-weekly *School Traffic Safety* programs in cooperating with the Toledo Police Traffic Bureau. Originating at individual schools around the city through WSPD's mobile unit, the quarter-hour programs feature a brief resume of traffic accidents during the preceding 48 hours, with emphasis on those involving children, interviews with school principals and neighborhood policemen, and further interviews with as many kids as time allows.

KMA, Shenandoah, Ia., at its recent 14th annual Pancake Jubilee drew a record-breaking crowd of 75,000 to the four-day event and received stories and pictures aggregating four newspaper pages in papers having a combined circulation of 700,000 in four states. Stunts, entertainment and publicity for the Jubilee were directed by Frank Jaffe, KMA promotion manager.

TWO new sustaining features started recently on CBS as the first move in the network's revision of its sustaining program schedule. Music by Raymond Scott's newly-organized orchestra is featured on *Concerts in Rhythm*, half-hour weekly program with Judith Arlen as contralto soloist. Immediately following the Philharmonic Symphony concert on Sunday afternoons is *The Pursuit of Happiness*, a program of songs and drama describing the American way of life, directed by Norman Corwin, with Burgess Meredith, the actor, as m.c. and Mark Warnow's orchestra.

GUEST singers on the *Antonini Concert* series, which started Oct. 31 on MBS under the sponsorship of V. La-Rosa & Sons, New York, for macaroni products, are Vivian Della Chiesa, Tito Schipa, and Heldi Reggiani. The singers will alternate their appearances so that they can continue their work with leading opera companies and sing on the weekly program. Account was placed by Commercial Radio Service, New York.

NBC carried more than 14 hours of broadcasts Oct. 24, 25 and 26 during its exclusive coverage of the Ninth Annual *New York Herald-Tribune* Forum on Current Problems at the Hotel Waldorf-Astoria, New York. Leaders in government, business, education, labor, medicine, science and social welfare spoke during the Forum, which was presided over by Mrs. Ogden Reid, vice-president of the *Herald-Tribune*, with featured addresses by President and Mrs. Franklin D. Roosevelt, Mme. Chiang Kai-shek, wife of the Chinese President, and King Leopold III of Belgium.

WNAX, Yankton, S. D., covered the corn-husking contests of South Dakota and Minnesota in late October, Charles Worcester, farm service director, and Chief Engineer Cliff Todd using portable equipment.

A DEAL recently was consummated between Milton Samuel, NBC press manager at San Francisco and W. G. Conn, publisher of the 18 Conn publications, community papers in Alameda County, Cal., to use a KPO-KGO radio column with pictures. The column is a combination of art, program notes and chatter on KPO and KGO and is written by the station publicity department. A similar arrangement is in operation at the present time with the *Argonaut*, one of San Francisco's oldest weekly magazines. Rod Hendrickson writes and edits the *Argonaut* column from material supplied him by KPO-KGO.

Veteran at 28

BEN ALEXANDER, NBC Hollywood commentator and m.c., celebrated a quarter of a century in the show business Oct. 22, although only 28. He began his career as a child actor at Paramount Studios, which at that time occupied the present site of NBC Hollywood studios. After a long film career as child prodigy and juvenile, he turned to radio five years ago and is commentator on the six-weekly quarter-hour NBC Pacific Blue network program, *This Moving World*. He is also m.c. of the weekly *Hall of Fun* program on that network.

RELIGIOUS NEWS Service, 300 Fourth Ave., New York, reports it has sold its weekly *Religious News Reporter* scripts to WAAF, Chicago; WHO, Des Moines; KOIN, Portland, Ore.; WCBA-WSAN, Allentown, Pa.; KOIL, Omaha; WHAI, Greenfield, Mass.; WMCA, New York; WRAK, Williamsport, Pa.; WNLC, New London, Conn.; WELI, New Haven; KMBC, Kansas City; WOC, Davenport, Ia.; KRLD, Dallas; WSPD, Toledo; WLVA, Lynchburg, Va.; KSFO, San Francisco; WILL, Urbana, Ill.; KFAB, Lincoln, Neb.; KTUL, Tulsa; KFH, Wichita; WHDF, Calumet, Mich.

CESAR SAERCHINGER, former CBS London representative, on Oct. 27 resumed his Friday night *Story Behind the Headlines* series for the American Historical Assn. over NBC-Red, 10:30-10:45 p. m. (EST). Columbia University Press will reprint the scripts and make them available to students, teachers and others at 10 cents.

ANNUAL cornhusking championships to be held near Lawrence, Kan., Nov. 3, will be broadcast by NBC-Blue on the *National Farm & Home Hour*, with several announcers of WREN, Lawrence, aiding Everett Mitchell, program m.c., in describing the bangboard battle.

KDKA, Pittsburgh, has resumed sending messages to remote Canadian points inaccessible for mail facilities. Every Saturday night, 1-1:30 a. m., the programs are transmitted on KDKA and its shortwave adjunct, WPIT. It is the 15th year the service has been maintained for those who have relatives or friends in the far regions. Aidan Fitzpatrick announces the programs.

THE CBS *Columbia's Country Journal* has been shifted to a new time schedule, with Charles Stookey, farm reporter, directing the agricultural program from St. Louis Saturdays, 12 noon to 12:30 p. m. (EST), instead of Sundays, 5-5:30 p. m. as heretofore.

THE highlights of Red Cross work in Illinois will be aired on WLS, Chicago, Nov. 3 when a dramatization of local case histories is presented. The program is designed to introduce the annual Red Cross roll call being held Nov. 11-30.

WAAF, Chicago, has started a Sunday afternoon dramatic series, *Legends of Illinois*, under auspices of the State Writers' Project. The local Barnum radio players, under direction of Nathan Caplow, are featured in the historical dramatizations.

BRITISH AMERICAN OIL Co., sponsors of two Transradio newscasts daily on CFCF, Montreal, after two announcements of the offer, was deluged with requests for maps of Europe, distributing about 12,500 within a few days.

Savings Counsel

(*Continued from page 19*)

the start of the program more than 15,000 requests for literature and information on thrift and saving and home financing had poured in. These inquiries originated in all parts of Oklahoma and from many points outside the state.

I believe the success of the *Home Folks Counselor* is traceable to these things:

Common sense in show-building and appeal; intelligent application of radio-principles; consideration of suggestions from all sources; keeping abreast of the times in audience reaction.

In addition to the knowledge that our program has been responsible for an increase in savings and investment accounts, that it has been signally honored as one of the nation's best selling programs, we feel that its best results have been in the field of public service. In other words in his discussion of home ownership, *The Home Folks Counselor* has awakened an interest in this important subject among hundreds of Oklahoma families. He has imparted a wealth of information pertaining to a modern low-cost home financing, and has made people who previously felt that they could not afford a home realize that possession of their own is the source of one of life's greatest joys.

LION OIL REFINING Co., El Dorado, Ark., is sponsoring play-by-play accounts of all Arkansas U football games on KARK, Little Rock. Waymond Ramsey and Dick Peters handle the broadcasts.

Suit Plea Denied

SUPREME Court Justice Lloyd Church of New York on Oct. 16 denied an application by Fred Waring, orchestra leader, Grove Laboratories, Stack-Goble Adv. Agency and John O'Connor, Waring's manager, to vacate a demand by Grombach Productions for a bill of particulars before trial, and ordered a further bill to be served in 20 days. Action seeks $60,000 damages for alleged misuse of a program titled *Stop, Look and Listen*, which Grombach claims was offered Waring and refused, and later used without authority on a Waring program last season.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

FOOD FOR THOUGHT

In WDRC's Primary Listening Area, there's a total population of 1,548,109. The Hartford Market, with its rich half-million population, is the cream of this circulation, and WDRC gives you the cream of this audience.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY

KARK ARKANSAS' BEST

RADIO BUY ANALYZED--

First in Arkansas

Carrying more hours of network commercial programs than any other station.*

First in Arkansas

Carrying more hours of non-network commercial programs than any other station.*

First in Arkansas

With a ½ millivolt area 1,900 square miles greater than any other station, regardless of power.**

First in Arkansas

With a greater listener preference than any other station.***

1000 WATTS
890 Kc.
Day and Night
NBC NETWORKS & TRI-STATE NETWORK of
WMC - KARK - KWKH - KTBS
Edward Petry & Co. Inc.
National Representative

NBC

* Week of October 23, 1939.

** Survey made by Glenn D. Gillett, Radio Field Engineer, Washington.

*** Recent coincidental survey made by Western Union, over 5,000 completed calls.

Pepsi-Cola Expands

PEPSI-COLA Co., Long Island City, New York, on Oct. 31 started thrice-weekly sponsorship of John Gambling's *Musical Clock*, oldest commercial program in New York City, on WOR, Newark. The beverage company sponsors the program Tuesday, Thursday, Saturday, 7:15-8 a. m., while Bon Stores, New York, continues sponsorship of alternating weekdays. Signing for the broadcast on a 52-week basis, Pepsi-Cola also sponsors 15-second transcribed announcements on five New York stations. Newell-Emmett Co., New York, is the agency.

THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO
Puerto Rico — a $90,000,000 per year market for American goods.
WNEL
San Juan
PUERTO RICO

Yankee Asks FCC for Regular License For 50 kw. F-M Station in New York

IN APPLYING to the FCC for authority to erect a new frequency modulated station in New York's metropolitan area, using 50,000 watts on 43 mc. [BROADCASTING, Oct. 15], Yankee Network, pioneer experimenter with the Armstrong system, has asked the Commission for a hearing on the application "as an application for a regular license as distinguished from an experimental license for construction permit or license".

In a statement filed with the application, Paul A. deMars, Yankee Network chief engineer, who is in charge of its F-M stations already in operation, makes it clear that he believes the system has advanced far enough to be removed from the experimental classification and asks that the rules be changed accordingly.

Some Sets Equipped

It is Mr. deMars' idea that radio receivers will shortly be marketed containing both the regular receiving band and also the ultra-shortwave F-M reception system, and in fact such receivers, produced by General Electric Co., are already making their appearance in the Boston area. Yankee operates W1XOJ atop Mt. Asnebumskit, near Worcester, and claims excellent results with the station.

With the application for a New York station, which it is planned would use Prof. Edward H. Armstrong's tower already erected for his experimental W2XMN at Alpine, N. J., Yankee also asked for a regular license for its plant on Mt. Washington, in New Hampshire, which would use 5,000 watts on 42.6 mc.

"Because of the wide experience over a long period of years which the Yankee Network has had in the operation and programming of standard broadcast stations," says the Yankee statement filed with the FCC, "it is peculiarly fitted to provide service to the densely populated New York City metropolitan area through the facilities of the frequency-modulated high-frequency broadcast station here in question.

"By the construction and operation of the station proposed, the applicant will be enabled to give a regular program service over the proposed station in a regular and dependable way so as to guarantee the availability of a high class program service to all within the area it would serve who own or have access to receivers constructed for the reception of radio programs broadcast by a frequency-modulated transmitter. No such regular and dependable program service is now available to the metropolitan district of New York City from a frequency-modulated station located therein, as such frequency-modulated stations as may be operated within that area have been operated for scientific and research purposes particularly with the view to perfecting the mechanical apparatus and the mechanical operation of frequency-modulated transmitters.

"The operation of the existing frequency-modulated high-frequency broadcast stations located within the metropolitan district of New York City and elsewhere has already reached the stage of near-perfection, so far as the mechanical construction and mechanical operation of such transmitters is concerned, and past experiments which have been conducted demonstrate conclusively that a much more superior service can be rendered to such areas having extraordinary high noise levels if the service is provided through the operation of frequency-modulated high-frequency broadcast stations than otherwise.

Better Service Claimed

"Greater fidelity and reliability of service can be rendered to the listening public within such areas by providing the service through the operation of frequency-modulated high-frequency broadcast stations, and no further experiments whatsoever are necessary to prove this as the experiments already carried on, the results of which have been made known to the Commission and its staff and to the public generally, have shown these facts to be true and they have been demonstrated to be conclusive on this question, and like demonstrations are being given now and can be given at any time.

"Because the frequency-modulated high-frequency broadcast stations have been brought to such a high state of perfection or near-perfection, the Commission should amend, alter or change its existing rules and regulations so as to permit the regular operation of such frequency-modulated high-frequency broadcast stations on a regular basis without requiring the licensees of such stations to make wholly unnecessary expenditures of large sums of money for the purpose of carrying on so-called experimental work as a prerequisite or requirement to securing authority to operate such stations.

"For the reasons given herein, the applicant requests that the Commission amend, alter or change its rules and regulations governing the construction and operation of frequency-modulated high-frequency broadcast stations so as to permit the granting of this and like applications and so as to permit the regular operation of such frequency-modulated high-frequency broadcast stations without requiring that they be operated as so-called experimental stations. If the Commission does not change, alter or amend its rules to permit this without doing so, then and in that event the applicant specifically requests that the Commission hold a hearing for the purpose of going into the practicability of so changing, altering or amending its existing rules and regulations as aforesaid, and upon holding such hearing that the Commission permit the applicant and all others who may be interested in the operation of frequency-modulated high-frequency broadcast stations to participate therein and to adduce evidence on the questions involved."

Light by Aladdin

WHEN power failed in downtown Des Moines the afternoon of Oct. 19, WHO switched to storage batteries for amplifier operation, engineers dashed to nearest filling station for kerosene, lighted control rooms and studios with Aladdin kerosene mantel lamps, and continued broadcasting as usual. Makers of Aladdin lamps have been sponsors of portion of *Iowa Barn Dance Frolic* since 1931. Lamps on hand at WHO were part of display arranged by WHO merchandising service.

TESTS of broadcast receivers in an Eastern Air Lines transport plane, tuned to WPTF, Raleigh, N. C., from near Charleston, S. C., convinced Eddie Rickenbacker, manager of the lines of their value and he ordered installations in the entire fleet, according to WPTF.

Covered Coins

COINS were made to spend and Mrs. Foreign Language knows that pretty well. For every afternoon and evening she shops for products our Advertisers sell. ITALIAN-JEWISH-POLISH Dealers say to brand names she is true. And further add, that an Advertising campaign over this Station will bring these "Covered Coins" to you!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

ask HEADLEY-REED CO. about

KRIC

Beaumont, Texas

They Know FACTS

McNARY-CHAMBERS GIVEN F-M GRANT

A SECOND frequency modulated transmitter in the District of Columbia area was authorized by the FCC Oct. 24 when it granted the application of McNary & Chambers, Washington consulting engineers, for a new station to operate with 100 watts on 42.6 mc. James McNary, partner with Joseph Chambers in the firm, announced the station will be ready for operation around Dec. 1. It will be constructed and installed at the firm's laboratory in Bethesda, Md., a suburb of Washington.

Jansky & Bailey, also Washington consulting engineers, placed their F-M station in operation in September and are experimenting with it regularly. It is known as W3XO and is located in Georgetown, D. C. It operates with 1,000 watts on 43.2 mc.

The Commission on Oct. 24 also authorized W2XAG, F-M station at Yonkers, N. Y., operated by Carman R. Runyon Jr., pioneer experimenter with the system, to change to the high-frequency classification and to operate with 5,000 watts on 117.19 mc.

Coast Guild Plans

WESTERN Division of Radio Writers Guild, headquartered in Hollywood, will start negotiations with advertising agencies as soon as the present membership campaign is concluded and a majority of writers on network programs have been signed. Negotiations are expected to start by mid-November, following Radio Writers Guild national and local election of officers, according to Forrest Barnes, Western Division president. RWG will seek to establish a standard contract, covering working conditions of freelance writers and including the author's rights in his material, payment for speculative writing and a minimum wage scale for transcontinental and regional shows. Meanwhile the Guild has set up a grievance committee and is requesting all its members to report to this group any complaints they may have against employers.

Willard Using 12

WILLARD TABLET Co., Chicago, has started a thrice-weekly five-minute series on WLS WJJD KSOO WIBC KXOK WBOW WCBS WJBY KID KFRU KWTO KFBB. First United Broadcasters, Chicago, handles the account.

St. Louis KWK Blackballs "Sustaining" Programs

The mere "tiding-over" of an audience between commercial programs is not the policy of KWK. Non-commercial periods on St. Louis KWK are devoted to two purposes. (1) Development of potential commercial programs. (2) Fulfilling Class preferences with programs which are not available for commercial sponsorship.

Evidence of the value of this policy is abundant. Paul Raymer offices have station-tested audience features to tell you about. When you buy these features on St. Louis KWK a Mass audience, whose every facet of individual preference has been appeased, will accept your message. Pd. Adv.

FARNSWORTH television interests, recently combining in the radio set field with the Capehart firm with headquarters at Fort Wayne, Ind., are also sending out a wire-video unit for local demonstrations. Here R. B. Gamble, of Farnsworth Television & Radio Corp., is shown with iconoscope at demonstration in the big Frederick & Nelson Dept. Store, Seattle, a division of Marshall Field & Co. Audience was lectured on subject by Arthur H. Halloran, Farnsworth television expert.

Television Notes

Eyes of the News

NEWS technique, adapted to television, was demonstrated by Harry W. Flannery, news director of KMOX, St. Louis, during an RCA television exhibition at the local Famous-Barr department store. To show how television could yield a more vivid chronicling of the days news events, Flannery used maps and sketches of European leaders, pointing to them as he related the news. Standing outside the iconoscope's range, only his hand holding a pointer was visible to the audience, Flannery himself appeared in the televised picture only at the beginning and end of the broadcast.

* * *

Farnsworth Exhibit

FIRST showing of television in Seattle was staged recently by the Frederick & Nelson department store in cooperation with Farnsworth Television & Radio Corp., which sent its new mobile television unit from San Francisco, enroute to Fort Wayne, Ind., headquarters. Using amateur singers and entertainers as subjects, the program schedule ran daily from 10 a.m. to 5 p.m. through the week of the demonstration. Each person televised was presented a certificate noting his appearance on "the Northwest's first television show".

* * *

Video Survey

TO CHECK audience reaction to its television broadcasts NBC is offering to send set-owners weekly schedules of the W2XBS telecasts on request. Enclosed with each schedule is a return post card listing programs and asking for a rating of each as excellent, good, fair or poor. More than 400 requests for schedules were received during the first two weeks of the offer, NBC states.

* * *

Ready for the Battle

ACADEMIC analysis of the development of visual broadcasting in relation to its present and future problems is presented in an article, "Television Girds for Battle", written by John Western, graduate student of Southern California U, published in the October issue of *Public Opinion Quarterly.*

The 'Coronaviser'

PRINCIPLES of television are used in a new instrument for studying the sun's corona, the "coronaviser", developed by Dr. A. M. Skellett of Bell Laboratories. Apparatus is roughly a television system which ignores the sun itself but scans the surrounding corona and reproduces it on the cathode ray tube of a television receiver, where it may be watched or photographed for later study. Radio research men as well as astronomers are interested in the development as the major disturbances in long distance radio transmission have their origin in the sun and previous studies indicate that a day to day knowledge of the corona may prove useful in predicting transmission conditions.

* * *

First Premium

TELEVISION'S first premium offer was made by the Air Transport Assn. over W2XBS, New York, on Oct. 21 during the first of a series of telecasts designed to promote interest in aviation and air travel. Model planes were offered free to the first six youngsters requesting them and 45 answers were received by Monday morning, first mail following the Saturday afternoon broadcast, including three phoned requests at the conclusion of the telecast.

* * *

Visi-Quiz

TELEVISION'S first regular quiz show, *Bob Brent's Visi-Quiz*, was started Oct. 18 by NBC as a regular Wednesday afternoon feature of the network's video station, W2XBS, New York. Questions are chosen so that answers have to be demonstrated as well as spoken.

66.1% of Radio Families in KFBB's Primary Area Did Write from Sept. 1, 1938 to Sept. 1, 1939.

KFBB
GREAT FALLS
MONTANA

Here's A Real Buy!

for a breakfast food, cough syrup or candy account.

The WSPD Kiddies Karnival

EACH SATURDAY 10 to 11 A.M.

Featuring the "kids of today"— stars of tomorrow.

This popular children's program has been a WSPD feature for the past seven years and rated to be one of the best "kid" shows on the air.

It has a ready-made audience and a smart merchandise angle.

Let Us Tell You More!

WSPD
TOLEDO, OHIO

Merchandising & Promotion

Daffy—Wife Trouble—On a Small Scale—Maps—Druggists' Week—Plugs for a Book

OMAHA'S second radio-promoted food show, with *Dr. I. Q.* as headliner, broke a 35-year attendance record during its Oct. 9-14 run when 46,300 persons, 15,000 more than last year, attended the show in the city auditorium. On the bill with *Dr. I. Q.* were Roscoe Ates, film comic, *Toby & Susie*, Midwest regional network performers, and Lyle DeMoss and the WOW Follies. For the second successive year all promotion for the show was handled by WOW through merchandising cooperation with its 97 food advertisers.

In New England the Foods Exposition, held Oct. 14-21 in the Boston Garden, featured a sound-proof glass studio installed by WEEI, Boston, in which the *Food Magician* originated his regular morning broadcasts. In conjunction with his programs the *Food Magician* passed out foreign and domestic recipes and sponsored a cake-baking contest, with five cash prizes for winners. On a stage built above the studio, which occupied one end of the building, Charles R. Hector and his orchestra, along with WEEI artists furnished entertainment.

* * *

Colonel's Quixies

AS PROMOTION for Col. Lemuel Q. Stoopnagle's *Quixie-Doodle Contest* on MBS, the network has started a weekly news letter on the series, describing the format of the program and outlining a "Quixie-Doodle of the Week", a "Quixie-Invention of the Week" and a "Daffynition of the Week." Attached to the first letter, and labeled as "a section of the Mutual Network," is a small square of dishcloth material.

America's Finest
All that is best in Southern California revolves around The Town House . . . establishes it as "America's Finest Hotel." Yet tariff is in keeping with today's economical trend . . . Home of the Famous Zebra Room.
Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
A. S. Kirkeby, Managing Director
The Town House
Wilshire Boulevard
LOS ANGELES

For the Jobless

AS PROMOTION for the weekly half-hour *Help Thy Neighbor* program, sponsored on 8 Southern California Don Lee network stations by Sunset Oil Co., Los Angeles, Hal Styles, commentator, has started a monthly publication with the same name as his broadcast. Magazine follows the general lines of the program. It is designed to add interest to the program's work of providing jobs for unemployed. The weekly program is credited with finding jobs for more than 16,000 persons through cooperation of over 700 business firms. The magazine sells for 25c and has Pacific Coast distribution only.

* * *

Doghouse Solace

CASH and merchandise prizes are awarded on the weekly *Uncle Walter's Dog House* program on NBC-Red for Brown & Williamson Tobacco Co. The show concerns men's experiences in getting in the "dog house" because of trouble with their wives and a top prize of $50 is given for the best "experience" letter. The next six winners are awarded $10 pipes and a pound of Sir Walter Raleigh tobacco. Best alibi of the week wins $35 with $15 for second best. Next six best alibis win $10 pipes and a pound of tobacco.

* * *

Dealers Invited

AS PROMOTION for the current Associated Oil Co. football broadcasts, KOY, Phoenix, at start of the season invited all Associated dealers and distributors to a buffet supper, which was followed by a football discussion. Dixie Howell, recent all-American and now head coach at Arizona State College, and Lou Kroeck, Arizona Network sportscaster, led the discussion. Half-hour of the fanfest was broadcast over KOY.

* * *

Market in Miniature

IN A SERIES of miniature mailings, WSM, Nashville, is sending to the trade tiny samples of commodities produced in its trading area. Tiny bales of cotton and skillets have already been sent, with a mail tag attached. The tag carries an appropriate market message.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Unhallowed Bovines

TO EXPLAIN the "something different" in the manner of programs offered by MBS, the network has issued a book on the "Sacred Cows" of broadcasting, or "a study of certain radio customs, cuddled by convention and cheerfully set aside by MBS." Whimsically illustrated with Rea Irvin drawings, the 28-page booklet stresses Mutual's use of transcriptions for the broadcast of outstanding events, of talent "from the hinterlands", of British humor on its weekly *Music Hall* program, and Fulton Lewis jr.'s successful contest with Congress to allow radio reporters at its sessions. Piece was prepared by Robert A. Schmid, sales promotion manager of MBS.

* * *

Cincinnati Scrapbook

GATHERED together under the cover of a hammered leather scrap book, with an actual "blueprint for station promotion" for a title page, WCKY, Cincinnati, has assembled pictures of promotion stunts used in conjunction with the station's 50,000 watt operation and CBS affiliation. In addition to photographs of signboards and window displays, as well as personalities identified with the 50 kw. dedication, the scrapbook contains tearsheets from newspapers giving special space to the new operation.

* * *

Millions of Maps

RICHFIELD OIL Corp., Los Angeles, as promotion is offering a 22 x 33 inch map of Europe in colors during its six-weekly quarter-hour news broadcast, *Richfield Reporter*, on 6 NBC-Pacific Red stations. Distribution is through Richfield service stations and dealers on the Pacific Coast. Announcements are made nightly, and during the first two weeks of the offer approximately one million maps were given away. A second reprint is being made to meet the demand.

* * *

Ready for the Altar

GOLD wedding band, attached to one corner of a promotion card distributed to 600 local business firms by KSO-KRNT, Des Moines, draws attention to the title line, "You're Engaged . . . So Why Not Get Married?" and sales message following, which says that since you are engaged in a business, you might as well "take the final step" and cash in on the sales possibilities of the stations.

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

THIS window display was set up by WHAI, Greenfield, Mass., to promote recent installation of full Transradio facilities, with daily five-minute newscasts sold to Endicott-Johnson Shoe Co. The sponsor has outlets in Greenfield and Northampton, Mass., and Brattleboro, Vt., within the station's area.

Pharmacy Week

OFFICIALLY opening National Pharmacy Week Oct. 23, WKRC, Cincinnati, originated a quarter-hour MBS broadcast during which J. Otto Kohl, president of the Cincinnati Veteran Apothecaries Assn., introduced Theodore Christensen, ex-Governor of Minnesota and counsel for the National Assn. of Retail Druggists, who spoke on WGN, Chicago. Later the broadcast was switched back to WKRC. Harold Coulter and Jack Edmunds arranged WKRC participation. The program preceded a weekly series to be presented by WKRC in cooperation with the Ohio Valley Druggists Assn.

* * *

Because Awards

CLARA CAL Creamery, sponsor of the musical clock edition of *Jingletown Gazette* on KPO, San Francisco, is offering a prize of $1 Monday through Friday for the best letter and an additional award of $5 for the best of the five prize-winning letters read during the week. The contestants are required to complete the sentence—"I like Clara Cal milk and cream because . . ." in 100 words or less.

* * *

Swing's Book Promoted

AS PART of the promotion for Raymond Gram Swing's book *How War Came*, recently published by W. W. Norton & Co., New York, WOR, Newark, distributed to publishers a photo-montage window display showing Mr. Swing preparing and broadcasting his news interpretations during the crisis.

ENTER my subscription to BROADCASTING
for one year. Bill me for $3.

Broadcast Advertising

☐ CHECK HERE FOR 2 YEAR SUBSCRIPTION FOR $5.

NAME .....

FIRM ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

includes 1940 YEARBOOK Number

FIRST CLASS
Permit No. 1208-R
(Sec. 510, P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Wheatena Jingles

WHEATENA Corp., Rahway, N. J., through Compton Adv., New York, is using two of its radio programs to promote a six-week prize contest open to everyone living within a 50-mile radius of New York City, in territories served by Borden Co. milkmen. Announcements about the contest are made on *Mark Hawley's* programs on WOR, Newark, and by means of cut-off commercials over WEAF, New York, during the *Hilda Hope, M.D.* programs, which are heard on NBC-Red. Prizes awarded for the best lines completing a jingle about Wheatena, to be sent in with one Wheatena boxtop, are as follows: First prize of $1,000; five second prizes of $100 each; 25 third prizes, each one quart of Borden's Golden Crest Milk daily for one year, and 250 fourth prizes or a quart of milk daily for one month.

* * *

Gold in Hand

DOWN in the Winston-Salem area, the farmers "mine yellow gold", and WSJS sends a big sample to the trade in a striking mailing piece. The sample consists of a bundle of golden tobacco leaf, described as a "hand". Last year, says WSJS, tobacco growers received $11,400,000 for their crops sold on Winston-Salem warehouse floors. It's too early to predict the current "take".

* * *

Yanks Back

REPRINT of a *Saturday Evening Post* article, *The Yanks Are Coming—Back*, published in pamphlet form by the New England Council, is being distributed as a promotion stunt to draw attention to New England's commercial prospects by the Yankee Network. The article, written by Stewart H. Holbrook, relates the business comeback of the New England States.

* * *

Tips for the Week-end

WEEKEND shopping suggestions are given by Jeanne Kimball on the new woman's hour feature, *Shopping Tour*, on WDGY, Minneapolis. During the Saturday morning half-hour, free merchandise gifts are offered listeners telephoning sponsoring stores first with the correct lists of products mentioned on the broadcast.

* * *

Seattle Features

TO ANNOUNCE the start of its fall program season, KIRO, Seattle, ran a full-page advertisement in the *Seattle Sunday Post-Intelligencer*.

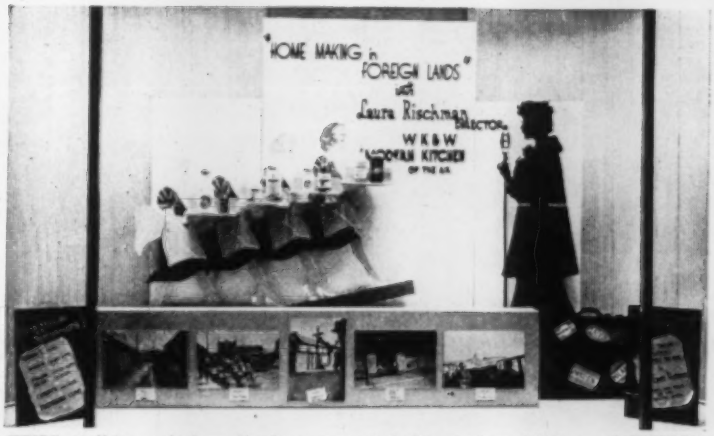
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.



THIS striking window display promoted the modern kitchen of WKBW, Buffalo. It was set up in the Electric Bldg., where broadcasts originate. Laura Rischman, hostess, has just returned from Europe. The kitchen is promoted in 240,000 electric utility statements sent to customers.

Tea for 10,000

WHAT was advertised as the "world's largest tea party" was staged at the Golden Gate International Exposition Oct. 20 as a feature of Tenderleaf Tea Day. Hosts were Minetta Ellen and Anthony Smythe, Mother and Father Barbour of *One Man's Family*. The party was staged by Standard Brands, sponsor of Carlton Morse's story. Tea was served to more than 10,000. All visitors to Treasure Island were presented with free sample packages of Tenderleaf Tea and 10,000 photographs of Mother and Father Barbour were given through cooperation of the KPO-KGO publicity department.

* * *

Ponies for Kiddies

FIVE one-minute spot announcements daily are being used on KGNO, Dodge City, Kan. by Guymon-Petro Mercantile Co., local wholesale grocery house, to stir up juvenile interest in a contest for kids during which a pony is given away each month to the youngster producing the greatest number of labels or tin strips from Butter-Nut coffee.

* * *

For the Files

NEWEST promotion put out by KFRO, Longview, Tex., is a large manila envelope labeled "'Here is something for your files!" containing a folder marked "KFRO, Longview" which agencies may file in their regular cabinets for future reference. The folder also contains a promotion survey folder and a bunch of self-addressed postage-paid envelopes.

* * *

Learned by Spinning

A ROTATING disc with windows reveals results of a listener survey made by KPO, San Francisco.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

Sunkist Campaign

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges and lemons), which starts the thrice-weekly quarter-hour *Hedda Hopper's Hollywood* on 31 CBS stations Nov. 6, will launch a promotion campaign. Space will be used in 72 newspapers in 31 cities on Nov. 6, 8, 10 and 20 and again later in the season. Trade papers will merchandise the entire Sunkist campaign to retail and wholesale fruit dealers. Exploitation will also include billboards and magazines. Thirty men will constitute the Sunkist dealer service staff. Agency is Lord & Thomas, Los Angeles.

Mennen Gifts

MENNEN Co., Newark, from Dec. 1 through Dec. 22 will feature the Mennen Gift Boxes for men in special announcements on the company's two network programs, *Col. Stoopnagle* on MBS and *Bob Garred's* news program on CBS Pacific.

BROCHURES

WFIL, Philadelphia: Cellophane-covered orange folder, "Our Mutual Advantage", listing MBS programs featured on WFIL, directed at prospective advertisers.

KVOO, Tulsa, Okla.: Four-page folder in the form of a red ticket stub announcing the 70,000 paid admissions to the first 18 performances of the *Saddle Mountain Roundup* programs, broadcast weekly from Convention Hall in Tulsa.

WQAM, Miami: Complete record of a year's public service, mimeographed and bound, covering some 50 pages of facts.

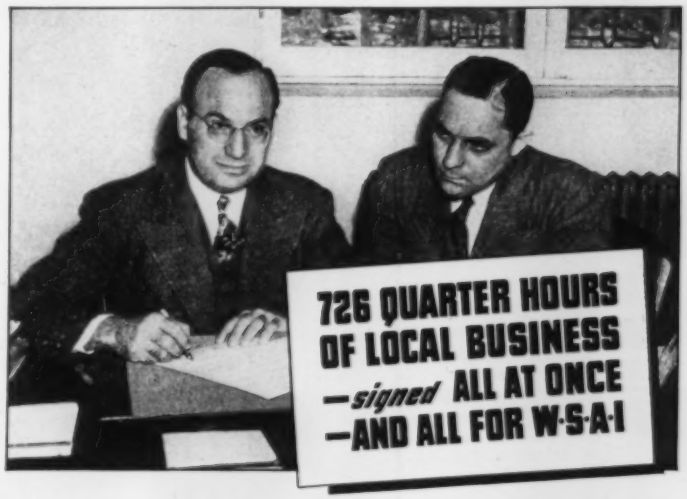
CBS, Hollywood: Four page, blue and black folder which urges advertisers and agency executives to whom it was mailed, "For your next sales campaign specify the Columbia Pacific Network", and gives several sales arguments. Illustrated with charts and functional maps.

KTOK, Oklahoma City: Eight-page folder, "Designed for Listening", with coverage map.

WHBC, Canton, O.: Red file folder containing letter-size sheets of pictures, maps and graphs of WHBC facilities and coverage.

NBC: Four-page folder, "The Challenge to Civilization", promoting the network's exclusive coverage of the Ninth Annual Forum of the *New York Herald-Tribune*, Oct. 24-26.

WCOU, Lewiston, Me.: Booklet of success stories and station data.



Here are 726 quarter hours of superlative proof that WSAI is best for selling Cincinnatians. Shown is Frederick W. Ziv, of the agency bearing his name, signing the three contracts which made up the biggest block of "local business" time ever sold in Cincinnati. As Dewey Long, WSAI's general manager looked on, the head of one of Cincinnati's leading radio agencies placed a year's business for Capitol-Barg Dry Cleaners, The Rubel Baking Company and 26 weeks for Albers Super Markets. Knowing Cincinnati thoroughly, Ziv naturally chose WSAI . . .

The New WSAI - Cincinnati's Own Station

Represented by International Radio Sales, New York, Chicago, Los Angeles, San Francisco.

AMERICA'S LOWEST COST Now Gives

TOWERING 718 feet into the air, KDKA's new antenna location . . . only 8 miles from Pittsburgh . . . providing a vast improvement in Blue Network service.

Advertising Man: What's the big idea of taking me up here? I've seen this view of Pittsburgh before.

NBC Engineer: Sure you have. But not the Millivolt Way.

A. M.: Humph! Don't be an engineer. Talk American.

Eng.: Well, millivolts are the way we measure radio reception. Now that Blue Network Station KDKA has been moved right up to Pittsburgh's front door, millivolts in your language means increased sales for your clients.

A. M.: Sounds good. Talk more American and tell me why.

Eng.: Look at the map on opposite page and you'll see how tremendously KDKA's service is improved in Pittsburgh.

A. M.: Swell! But how high have rates gone?

Eng.: They're exactly the same as they were. Just one more of the things that make the Blue an outstanding advertising buy.

A. M.: Sort of a bonus to advertisers, eh?

Eng.: Bonus is right. The kind that makes the Blue the best advertising buy in the country!

NATIONAL ADVERTISING MEDIUM
Advertisers still another Bonus!

Improved coverage in Pittsburgh! That's the newest bonus for advertisers on the NBC Blue Network!

This "plus" in Pittsburgh is possible because the transmitter of Blue Station KDKA has been moved closer to the city. Previously 26 miles away, it is now only 8 miles out-of-town. Map at right illustrates coverage improvement.

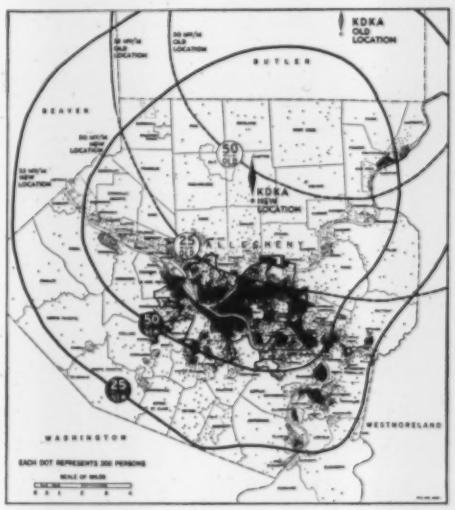
Of* MORE *Importance to Advertisers...

This news from Pittsburgh is important, of course. But even more important to advertisers is the fact that the Blue Network is making radical changes in other cities, too . . . offering advertisers bonus after bonus . . . ever and always making the Blue a greater advertising value.

Only a few months ago the coverage of Blue Station KECA in Los Angeles was greatly increased. In months to come, the Blue will announce still more bonuses to advertisers—in the form of technical improvements that will "up" coverage—in other cities on the network.

"Extras" for You—At No Extra Cost

It is such things as these that highlight the rapidly growing importance of the Blue Network to judicious buyers of advertising time. Because they're "extras" that make the Blue a more and more potent advertising force—at no extra cost to you!



Dotted line on this map indicates KDKA's former 25 millivolt coverage in Pittsburgh. Solid line indicates new coverage, which not only takes in old territory shown on map but much more as well. How great an improvement has been made may be seen from the 25 millivolt line which previously covered an area containing 89,214 radio homes—now takes in an area with 388,800 radio homes!

70% of last year's Blue Network advertisers have come back this year for more. 15 new sponsors have chosen the Blue. All are canny, experienced advertisers—and they have picked the Blue because it has conclusively proved itself the lowest cost national advertising medium reaching into American homes!

Coverage Where It Counts

Figure it out for yourself—and see if you don't come up with the same answer. The Blue provides intensive coverage of the important two-thirds of the U.S. — the "Money Markets"— where the bulk of national buying power is concentrated. And, thanks to the famous Blue Discount Plan, it reaches its vast audience in these markets at lowest cost nationally! Add to this the improvements in facilities now being made and you have America's greatest advertising buy—the NBC Blue Network!

NBC BLUE NETWORK

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

WWNC
ASHVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

HARVEST TIME

for WWNC Listeners—
for WWNC Advertisers!

Now, big crops add their millions to the diversified buying power of Western Carolina—"The Quality Market of The Southeast". Share this harvest—put your advertising message on WWNC . . . now!

Broadcast Music Inc. Plans

(Continued from page 18)

ers, composers and authors. Happily, this effort seems as surely foredoomed as all previous attempts to crush ASCAP. ASCAP has done more than merely safeguard the economic rights of its members. It has served to educate them to the nature and importance of those rights. The only manner in which the new organization might grow into a real rival for ASCAP would be through assuring its members greater security and more adequate recompense for their talents."

Papers of incorporation of Broadcast Music Inc. were filed with the Secretary of State of New York Oct. 14 by Mr. Kaye. The certificate of incorporation lists 15 purposes of the new company, including: "To assist and advance the progress of radio broadcasting by the creation, selection and acquisition of meritorious musical and literary works, thereby promoting the cultural and creative arts for the ultimate enjoyment of the public" and "to create, purchase, lease and otherwise acquire or obtain, and to own, hold, sell, lease, license, exchange and otherwise dispose of, musical, dramatico-musical, dramatic, literary, artistic and intellectual works of all kinds and types, and any or all copyrights, common-law rights and other rights therein."

Other purposes are the acquisition and use or disposal of trade marks, licenses and copyrights; employing, managing, dealing with or acting as agent for "composers, authors, arrangers, artists, musicians, performers, publishers, producers, societies, associations and all other types and kinds of persons for any and all purposes"; to adapt, arrange, translate, perform, print, etc., musical, dramatic, etc., properties; to acquire and dispose of sound and visual records and recording and reproducing devices to acquire and dispose of patents; to create and produce radio and television programs and other types of entertainment and to present or rent or sell them; to enter into contracts of every sort and kind; to make or acquire, sell or deal in "goods, wares, merchandise and real and personal property of every class and description"; to acquire other companies engaged in the same or similar business; to invest funds; to borrow money "without limit as to amount"; to buy, hold, sell its own stock and bonds, and in general to carry on other business.

$100,000 Capital Stock

Capital stock is $100,000, consisting of 100,000 shares of $1 par value, all one class. "At all elections of directors of the corporation, each stockholder shall be entitled to as many votes as shall equal the number of votes which (except for this provision as to cumulative voting) he would be entitled to cast for the election of directors with respect to his shares of stock, multiplied by the number of directors to be elected, and he may cast all of such votes for a single director or may distribute them among the number to be voted for, or any two or more of them, as he may see fit."

There shall be seven directors who need not be stockholders. These directors, until the first annual stockholders' meeting, are: Neville Miller, Walter J. Damm, John Elmer, Edward Klauber, Lenox R. Lohr, Samuel R. Rosenbaum and John Shepard 3d. Subscribers are listed as Ruth M. O'Brien, Cecille Brill and Florence G. Cammer, for one share each, all of 165 Broadway, the Kaye law office address.

No capital stock shall be sold or transferred by any stockholder (unless this transfer accompanies a transfer of an FCC license for his station) unless it has first been offered to and not purchased by the corporation. A stockholder wishing to sell must notify the corporation and the corporation can decide to have the stock appraised (naming an appraiser, the stockholder naming one and these two naming a third, the group to then appraise the stock) or to have the book value of the shares determined by an independent certified public accountant, after either of which the corporation can buy the shares. If the corporation does not wish to buy, then the stockholder may sell to the other persons listed in his notice to the corporation.

HERBERT MARSHALL (left), featured on the NBC Woodbury *Hollywood Playhouse* series, sponsored by John H. Woodbury Co., and Jay Clarke, producer of Lennen & Mitchell, on the weekly program, make an interesting offstage camera study as they confer on script changes. Marshall, at start of the fall series, replaced Charles Boyer as star of the program, when the latter was called to war duty in France.

Special Event

KVAK, Atchison, Kan., boasts that it is "always there when anything happens". Recently the event came to KVAK. A cow belonging to a farmer located near the East Atchison transmitter, experienced a blessed event right at the transmitter door. Engineer Austin Williamson dubbed the new arrival Ferdinand. Program Director Lynn Butcher has amended the station motto by adding "when we miss a special event, the special event comes to us."

2500 Copies SOLD

Now in 2nd Revised Printing

Rules & Regulations and Standards

Applicable to Standard Broadcast Stations

Has Every Member of Your Staff A Copy?

BROADCASTING Publications, Inc.
National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.

☐ Send me_____copies @ 50c each.

Name_____

Firm_____

Address_____

City_____ State_____

WJW

HAVE YOU TAPPED THIS MARKET?

$198,539,000
retail sales in 1938
within
WJW's **PRIMARY** AREA!

Blanket coverage
at local station rates

HEADLEY-REED CO.
Representatives

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1939.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Martin Codel, who having been duly sworn according to law, deposes and says that he is the publisher of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MARTIN CODEL.

Sworn to and subscribed before me this 4th day of October, 1939.

NATHAN SINROD,
(Seal) *Notary Public.*
(My commission expires November 1, 1943.)

Record License Case Reopened

(*Continued from page 15*)

posal and that "the recording licenses granted to the record manufacturers by the copyright owners do not give them the right to demand from you license fees for the broadcasting of phonograph records" [BROADCASTING, Oct. 15]. No final decision in the matter has been made as yet, Mr. Fox told BROADCASTING, adding that none will be made until conversations have been held with both record manufacturers and recording artists. Then, when the publishers have a clear picture of the whole situation, he said, they will take whatever action is indicated.

The American Federation of Musicians has also questioned RCA's right to issue licenses for the broadcast use of its records [BROADCASTING, Oct. 1]. This action, a notice to all members that any assignment of any property rights in a phonograph record to the manufacturer or any other party would mean immediate loss of membership in the union, was based on two resolutions presented at the AFM national convention last June.

Assignment of Rights

One resolution called on the AFM international executive board to "immediately investigate the feasibility of having all musicians who make musical recordings assign performing rights of same to the AFM or some legal entity created for this purpose to the end that this right may be exercised for the benefit of and in the interest of all musicians in such manner as shall prevent the further displacement and disemployment of professional musicians."

The other resolved that "no member of AFM shall directly or indirectly engage in and/or in any manner whatsoever perform any service as an instrumentalist to, on account of, or in connection with any device now known and/or employed in, on account of, or to the mechanical reproduction of sound unless and until such member shall have first executed a complete waiver, surrender, release, and/or assignment of any and all such member's property and/or performing rights in, on account of, and/or to any such mechanical reproduction of sound unto the AFM on a form and in a manner prescribed by the AFM, vesting thereafter full and complete ownership and control of any and all such rights absolutely and forever in the AFM."

These resolutions were referred to the board with power to act and to enact necessary legislation. How the board will follow up its letter of warning is not yet known, but it seems evident that the AFM stand on this question will play an important part in the forthcoming negotiations of the AFM and the Independent Radio Network Affiliates for a renewal of their present contract which expires next January. The unrestricted use of transcriptions and phonograph records by the broadcasters was a major consideration in the signing of the previous contract, and will certainly be the same in drawing up a new contract.

The possibility that the AFM might itself enter the phonograph recording field was raised by another resolution approved by the AFM convention, which authorized its board to investigate the feasibility of such a move and empowered it to appropriate the necessary funds for such a move if it is found practical. Such action is believed only a remote possibility, however. RCA is planning to discuss the whole question with AFM officials at an early date and it is believed that a satisfactorily settlement of the conflicting interests can be reached without undue difficulty.

SOLD 13 HOURS A DAY

68% of our 19-hour day is solid commercial. A third of sponsored time bought by the folks who know us best —local firms right in . . .

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

Refund Spots on 26

NATIONAL REFUND Co., Chicago (life insurance service), has started a varying schedule of 2, 5 and 15-minute programs on WATL KID WLS WHO KMA KOAM WIBW WDGY KFRU KITE WEW KWTO KFBB KFAB WLW KSOO WQDM WMMN WDWS WAAF KTHS WDSU WBOW WSAU WIBC KMMJ. First United Broadcasters, Chicago, handles the account.

Morrell in Detroit

JOHN P. MORRELL & Co., Ottumwa, Ia. (E-Z cut ham), has started five-weekly quarter-hour series on WWJ, Detroit, featuring *Ty Tyson's Man-on-Street*. The program is set for 26 weeks, according to Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency for the account.

Trial Date Set

DATE of trial for the $17,017 suit brought by Frank J. Reed against WBO Broadcasting Corp., operator of WNEW, New York, in the New York Supreme Court has been set for Nov. 1 by Justice Isador Wasservogel. Reed claims he was employed as salesman of WNEW, and was released April, 1935. He seeks $10,000 for alleged damages and breach of contract in addition to $7,017 in back commissions.

INTERSTATE TRANSIT LINES, Omaha, has started daily one-minute announcements on WMAQ, Chicago. Beaumonth & Hohman, Omaha, handles the account.

STERLING Brewers Inc., Evansville, Ind., has started a campaign of daily spot announcements on WDZ, Tuscola, Ill. Ruthrauff & Ryan, Chicago, handles the account.

Annual Workshop Meet Will Be Held by KSTP

WORK of the students in 16 radio workshops, established as a result of KSTP's annual educational conferences, will be in the limelight when the third annual meeting is held in the Twin Cities Nov. 1011. The conference, one of the first of its kind to be sponsored by a commercial station, will be attended by a score of nationally-known educators. It affords an opportunity for educators and representatives of civic, social and religious groups to meet with those actively engaged in broadcasting for the discussion of mutual problems.

One of the highlights, under the auspices of Thomas D. Rishworth, KSTP educational director, will be a radio production, *America Calling*, written, directed and produced by students of Mary Miller vocational high school in Minneapolis. Since the establishment of the conference series by KSTP in the fall of 1937, 16 radio workshops have been founded with Mr. Rishworth as consultant. Nine have been founded in the Minneapolis public schools; two in the St. Paul schools; and one each at the St. Paul central YMCA, the State Teachers College at St. Cloud, the Colleges of St. Thomas and St. Catherine's, and the St. Cloud Junior high schol.

WSGN, Birmingham, serving as key station for a statewide hookup, is carrying all Alabama U football games during the 1939 season. Sponsored by Wimberly & Thomas, Alabama distributors for Stromberg-Carlson radios, and described by Billy Terry, the games are fed to WJRD, Tuscaloosa; WJBY, Gadsden, and WHBB, Selma.

WAAT
JERSEY CITY
The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre
of N. Y.
Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
Radio City
National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Fly's Approval Brings Code Support

Requests Fair Trial for Pact on Eve of NAB Board Meeting

(Continued from page 13)

Worth, from the trade association. He had agreed, however, to abide by the code provisions in his commentaries over MBS for Emerson Radio, by eliminating controversial subjects.

John Shepard 3d, influential head of the Yankee and Colonial networks, announced he felt duty-bound to continue the Coughlin series and advocated revision of the controversial code provision. John F. Patt, vice-president of WGAR, Cleveland, and its sister station, WJR, Detroit key for the Coughlin independent network, continued his running fire against the provision as a dangerous curb on freedom of expression. David Lawrence, in a potent editorial in his *United States News*, accused broadcasters of yielding to Government pressure, holding that the code illegally "legislates" rather than recommends.

In the swiftly moving tide, NAB President Neville Miller called the NAB board of 23 members to meet at the Drake Hotel in Chicago Nov. 2-3. While the board is to deliberate on other weighty issues, such as the ASCAP perennial and steps looking toward renewal of contracts for employment of union musicians, the code compliance question is paramount.

A Possible Loophole

Though it is readily admitted that the Fly endorsement gave the code adherents powerful support, the situation nevertheless is far from secure. The board must provide penalties for those who flout the code, and the controversial issue provision, as raised in the Coughlin dispute, is squarely before it. Mr. Roosevelt solved his problem by resigning, and it is by no means certain that others will not follow suit.

Originally, the code provisions contemplated expulsion from NAB membership for those who transgressed. Whether that course will be pursued in the Coughlin case is questionable. The fact that a possible loophole may be uncovered in the provision allowing renewal of prevailing contracts for a year —a point heavily relied upon by Mr. Shepard—is significant and conceivably can lead the way out. But it is confidently expected the board will reaffirm its support of the self-regulation pact as well as the interpretations of its Code Compliance Committee headed by Chairman Edgar L. Bill, of WMBD, Peoria.

Meanwhile, the NAB was carrying forward a vigorous campaign in defense of the code. Following Mr. Miller's address over CBS Oct. 22, in which he held the code "preserves free speech", Mr. Bill was scheduled to talk over the same network Nov. 5, with his subject "The Code Means Fair Play to All". Mr. Lawrence, however, was scheduled to answer President Miller Oct. 29 on CBS, using as his title "Freedom for the Thought We Hate", which was the caption for his editorial sharply denouncing the code.

Governor Barred

Support for the code provisions was evidenced in many other quarters. Civic groups and women's organizations continued to give it their blessing. Preliminary plans were being made for additional broadcasts by leaders of church, civic and women's organizations. Edwin Kirby, secretary of the Code Committee and NAB public relations director, was scheduled to address a luncheon of the Illinois Federation of Women's Clubs in Chicago Nov. 4, using the code as his topic.

Meanwhile there were outcroppings of voluntary code enforcement in several areas, remote from the Coughlin and Roosevelt issues. WBAP, Fort Worth 50,000-watter owned by the *Star-Telegram*, refused to carry the regular Sunday address of Gov. O'Daniel Oct. 22 because he did not submit advance script, the newspaper stating NAB regulations require "that all persons in the discussion of controversial questions be treated equally". The station added that WBAP's facilities had been tendered to the Governor without cost and would be open to him "if he desires to use them on the same basis as others".

One repercussion to the position taken by Mr. Shepard came from Cedric Foster, manager of WTHT, Hartford, an outlet of Colonial. Mr. Foster said the station would not sell time to any person for discussion of a controversial subject and that his station had decided to carry Fr. Coughlin on a sustaining basis "without cost for the station's time, provided he will forward to us his script in advance."

Books Balanced

CBS has practically balanced its books on time used by chairmen of the FCC. When Chairmen James Lawrence Fly talked over its nationwide network Oct. 26, getting squarely behind the NAB Code, he ran seven minutes under his scheduled half-hour. Last November, when his predecessor, Frank R. McNinch, delivered an address before a district meeting of the NAB at White Sulphur Springs, he ran over about the same length of time, smack into a commercial. It is reliably reported that since Mr. Fly spoke on a "controversial issue", he submitted a copy of his script in advance, in compliance with the code. Incidentally, it was his maiden radio appearance, not only since he became FCC chairman, but since his natal day.

Mr. Foster added that the request for script is merely for the station's protection so it might exercise its right to refuse the whole broadcast if, in his judgment, it should be slanderous. He pointed out that WTHT is the broadcasting division of the *Hartford Times* and that it is incumbent upon the station management to protect that paper from possible suit. In view of the fact that Fr. Coughlin has already agreed not to attack race or creed, Mr. Foster said he did not believe he would violate that agreement.

Board Summoned

When acrimony began to inject itself into the code discussion, President Miller decided to call the NAB board. At first he scheduled the sessions for Nov. 7-8 in Chicago, but since local elections made it difficult for certain of the 23 members to be on hand the date was advanced to Nov. 2-3.

Elliott Roosevelt forged into the forefront Oct. 19 when he announced in Boston his intention of withdrawing from the NAB "ten stations" of the Texas State Network and at the same time bitterly criticized President Miller and the Code Compliance Committee.

While he capitulated in the case of his MBS-Emerson sponsored commentaries by agreeing with T. C. Streibert, WOR-MBS vice-president, to desist from indulging in controversial discussions, he nevertheless more than stood his ground insofar as the Texas State Network and his own stations were concerned. He described the NAB interpretation as curtailment of free speech and censorship "in its worst form" and at the same time took a couple of potshots at the FCC on its licensing policy.

Before departing from New York Oct. 20 for his home in Fort Worth Mr. Roosevelt told BROADCASTING there was no chance of a "patch-up" with the NAB. He held that the code has put radio back ten years and that he wanted no part of it. He attacked "the sanctimonious Mr. Miller," who he alleged did not speak factually when he stated that those who are objecting to the code and who want to buy time for discussion of public controversial issues have refused to accept free time offered. Apparently Mr. Roosevelt felt this comment was directed at himself though it is generally thought Mr. Miller had in mind Father Coughlin's refusal to accept free time on the Colonial Network, when proffered by Mr. Shepard [BROADCASTING, Oct. 15].

After his discussion with Mr. Roosevelt in New York Oct. 19 Mr. Streibert, on behalf of MBS, notified President Miller that an agreement had been reached "which was wholly satisfactory". He explained that Mr. Roosevelt had agreed to eliminate "from all his commercially sponsored broadcasts any expression of editorial opinion about public controversial issues." The confusion developed when the President's son, on the following day, hurled defiance at the NAB and announced withdrawal of his stations from NAB membership.

Educational Drive

Mr. Miller promptly answered the Roosevelt charge on Oct. 20 in a public statement, and then followed it up Oct. 22 in a broadcast over CBS which launched the new nationwide "educational campaign" on the code. Mr. Miller said in his press statement that Elliott's charge of censorship indicates he is not fully conversant with the code and reiterated his oft-stated view that the code provision, rather than barring controversial discussions from the air, actually recognizes the right of all sides to project their viewpoints on free time.

Both in his press statement and in his CBS broadcast Mr. Miller said that the point raised by Roosevelt involves the propriety of injecting personal opinions into a news commentator's broadcast. "The press of this country," he

PHEASANTS in profusion awaited this group of Iowa Network nimrods when they invaded South Dakota territory to "officially" open the pheasant season. Standing complacently, but champing at the bit to get loose in the fields, are Luther L. Hill, vice-president of Iowa Network; Don Inman, manager of WMT, Waterloo; Harry Kraft, Cincinnati Reds centerfielder, who just finished his stint in the World Series and came to the Midwest to get his shootin' eye in good order; Robert R. Tincher, manager of WNAX, Yankton, headquarters for the hunt; Ted Enns, Iowa Net national sales representative, and Michael MacElroy, WMT salesman. Manager Tincher was caught on the fly to pose for this picture, for shortly afterward he became the father of a boy born to Mrs. Tincher in Des Moines.

said, "has always recognized the necessity of preserving the integrity of its news columns. Personal opinions are reserved for the editorial page. The integrity of radio news is of parallel importance."

Further provocation for the special board meeting developed when Mr. Shepard on Oct. 19 formally advised President Miller of his intention to continue to carry the Coughlin broadcasts on the Colonial Network and advocated revision of the controversial provision section of the code. Because of Mr. Shepard's past activity in industry affairs, it was expected his position would attract support, as had that of John F. Patt, vice-president of WJR and WGAR, who during the previous fortnight had lashed out against the code provision as going far beyond self-regulation and which, if continued, would boomerang with predicted disastrous results.

Among other things, Mr. Shepard banked heavily on what he viewed as a loophole in the code which permitted renewal of existing contracts for one year. The NAB Code Committee, however, has taken the flat position that the code divides itself into two separate brackets—social and commercial. The controversial issue provision falls in the social category, it was held, and it was definitely understood, according to this point of view, that such programs would be dispensed with promptly and would not be accorded the one-year extension.

In his lengthy outline of his position, Mr. Shepard said that both the Yankee and Colonial Networks, which he heads, agree with the objectives of the code with the single exception of the controversial public issue clause. He said it was his definite intention to continue the Coughlin broadcasts until Oct. 1, 1940, not only because of the controversial issue provision but for sundry other reasons.

He made particular mention of the resolution adopted by the NAB board, in promulgating the code to become effective Oct. 1, dealing with existing commercial contracts which would be "respected for their duration but provided they do not run for more than one year from Oct. 1, 1939." He pointed out that Father Coughlin has a special network and that a substantial number of stations have already accepted renewals running up to or beyond Oct. 1, 1940.

Urges Revision of Code

Mr. Shepard said Father Coughlin had continued his broadcasts on a 52-week basis and that he felt that "an obligation rests on our having accepted his money during the summer months to continue him for another year."

"No matter what the NAB Code Compliance Committee or board of directors may rule," Mr. Shepard declared, "we shall continue to carry Father Coughlin, if he desires it, through to Oct. 1, 1940, with a similar type of broadcast. If the board of directors should rule that we are wrong in this matter, it would seem to me that our only option would be to return to Fr. Coughlin the money he has paid to us on the renewal of the contract and continue to carry him on a no-charge basis. The code, as you know, does not even imply we cannot carry such programs on a sustaining basis. We are unable to see for the life of us what this would accomplish, except to reduce our revenue, and as far as the listening public is concerned, they would receive exactly the same programs."

Advocating revision of the code, Mr. Shepard said that although there is considerable opinion in favor of the controversial issue section, there is also much feeling against it among the public. Declaring he agreed that no one should be permitted to dominate the air, he said this could very readily be done by setting a limit on the amount of time that any station or network may sell each week. It also might be specified that the same amount of time would be allowed, if necessary, on a no-charge basis to any organization of repute. Mr. Shepard concluded that in his view the only difference of opinion is whether "we shall be paid for the Fr. Coughlin broadcasts or not." He added that as long as Fr. Coughlin is willing and desires to continue to pay "we can see no reason why the acceptance of this revenue puts us in any different position than if we carry programs and receive no revenue." He urged Mr. Miller and the board to consider his suggested change in the code.

Patt Defines Issues

Mr. Patt followed up his Oct. 6 telegram attacking the controversial issue provision [BROADCASTING, Oct. 15] with a letter on Oct. 17 to Roger N. Baldwin, director of the American Civil Liberties Union, who had criticized the Cleveland broadcaster's position as "highly improper". Making it clear that he had no interest in Fr. Coughlin and personally did not support his neutrality position, Mr. Patt declared that he saw a far more serious implication in the code than "whether the priest remains on the air or whether or not he pays for time."

"The larger issue is whether we are going to censor so completely as the code provides the editorial independence of our nation's commercial sponsorship and program builders," said Mr. Patt. He reiterated his view that the code provisions, if enforced to the letter, would effectively bar commentators such as Dorothy Thompson, H. V. Kaltenborn, Lowell Thomas and Boake Carter. Many may not think that W. J. Cameron, *Ford Sunday Evening Hour* commentator, is controversial, but he added there are "some people who have asked for time from the networks to oppose some of his statements." Mr. Patt said he felt the Code Committee should proceed slowly and determine whether a sufficient number of broadcasters are in complete harmony with putting the code into effect immediately when present contract commitments are concluded. He questioned whether the broadcasters are in anywhere near unanimous accord with the code.

There were many editorial repercussions to the code provision which, according to an NAB analysis, ran about two-thirds in favor and one-third divided between those who are definitely antagonistic and who are "suffering from lack of information." The strongest blast against the code came from David Lawrence, noted columnist and editor of the *United States News*. In a full-page editorial in the Oct. 16 issue of the *News* titled "Freedom for the Thought We Hate", Mr. Lawrence said that barring of Fr. Coughlin, Townsendites and others from the opportunity to purchase time on the air is a "grave mistake". He also questioned the legality of the procedure, pointing out that the courts already have ruled that a code of ethics can "suggest" but not legislate. In this connection, Mr. Lawrence did not make reference to the fact that the code is a voluntary document and that stations are not legally bound to observe its provisions.

On the other hand, there was a strong undercurrent that failure to observe the code provisions might result in punitive action by the FCC. Recalcitrant stations, it was thought in some quarters, might be regarded as vulnerable to attack before the FCC which could take judicial notice of their purported failure to observe code provisions in applications dealing with their facilities or in connection with license renewals.

FCC Kept Informed

At the FCC, however, no basis could be found for such observations or rumors. While NAB President Miller and Public Relations Director Ed Kirby have discussed the code provisions with members of the FCC, they pointed out they did so simply to keep key officials informally advised of steps being taken by the industry to improve operating standards.

Mr. Lawrence's editorial held that the code "goes much too far". He said that adequate time in the amount heretofore bought by Fr. Coughlin or now sought by the Townsendites "is not available under the generously phrased 'free' offer of the NAB." Under the code, he said, time for the sale of ideas cannot be bought, but time to sell products "ranging from toothpaste to laxatives" can be obtained by any corporation with enough dollars in its purse. He argued that there can be nothing more controversial than the merits of an advertised product.

Mr. Lawrence observed that many of the civic organizations which today are applauding the NAB for its stand in refusing to sell time because of inequality of financial means "are the very ones which believe in socializing radio." He called radio a private business no more "affected with the public interest" than the newspaper business. "To concede that because a limited number of channels are available, radio must put its head in the noose of regulation of programs, is to surrender at the outset what the press through centuries of legal struggle has managed to preserve."

"The NAB," Mr. Lawrence concluded, "fears Government regulation of programs, Government censorship and socialization of radio properties. Its fears may be well grounded. But men of courage in American history have never accepted temporary security as the prize of surrender of a principle whose abandonment could eventually come to mean the impairment of any of the precious civil liberties in our democracy."

Editorial comments just as strongly in favor of the code were published in numerous other newspapers. In most instances these dealt with the barring of Coughlin, Townsend and other crusaders from the air and supported the action. Only in isolated cases did the columnists or editorial writers take the position that the provision constituted actual censorship but rather that it is simply a regulation adopted in the public interest.

DESCRIBED as "one of the two perfect visual types thus far encountered on a nationwide tour" by R. H. Hooper, in charge of RCA's traveling television unit, Miss Carleen Davis, singer featured on KXOK, St. Louis, is that station's candidate for "Television's Glamour Girl". The kudoes came to Miss Davis recently during an RCA television exhibit in St. Louis. According to Mr. Hooper, the other "perfect visual type" found on the tour was Nancy Martin of NBC's *Breakfast Club of the Air* in Chicago, whose picture appears on page 32 of this issue.

Flip of a Coin

CLAIMING the inter-network coin-flipping championship—without benefit of double-headed nickels—CBS recently won two successive coin-flipping contests with NBC and MBS representatives to determine which of the three networks would carry the radio addresses of Neville Miller, NAB president, and FCC Chairman James L. Fly. In the first encounter Harry C. Butcher, CBS Washington vice-president, outpitched Frank M. Russell, NBC Washington vice-president, and William Dolph, manager of WOL, Washington MBS outlet. Flushed with his first success, Mr. Butcher turned over the second contest to his secretary, Gladys Hall, who triumphed again in a short game with a straight-pitch win over Phoebe Gail, NBC, and Helen S. Simmons, WOL. Total playing time of the two contests was 34 seconds.

LOWELL BLANCHARD, program director of WNOX, Knoxville, and Mrs. Blanchard are the parents of a 7½ lb. son, Lowell Jr., born Oct. 26.

Fulltime Station In New York City Is Granted Bulova

5 kw. Outlet Using 1100 kc. Merges WOV, WBIL, WPG

IN THE face of opposition from existing New York stations, the FCC Oct. 26 entered its final order granting the application of Arde Bulova, prominent New York watch manufacturer and broadcaster, for a new 5,000-watt full-time station in New York in lieu of his present two part-time stations and through acquisition of WPG, Atlantic City.

Adopting its previous proposed findings, announced last June, the Commission, with Payne not participating, made the grant effective Nov. 1. Under it the new station is authorized to operate on 1100 kc. with 5,000 watts. In the process, WPG would be deleted to make way for the New York station while WBIL, New York, already owned by Mr. Bulova and sharing time with the Atlantic City station, will become the fulltime outlet in New York. WOV, daytime station operating on 1130 kc., owned by the Bulova interests, likewise would cease operation.

Appeals Possible

Appeals from the FCC decision may develop, particularly in view of the strong opposition to the move voiced by several New York stations, including WHN, WOR and WMCA. Mr. Bulova has an investment, it is understood, of nearly $1,000,000 in the project. His plan is to make the new station the key of a Philadelphia-to-Boston network, with a half-dozen outlets in which he has controlling financial interest.

Mr. Bulova and his general manager for radio, Harold A. Lafount, former radio commissioner, negotiated purchase of the municipally-owned WPG for $275,000, conditioned upon its removal of the facility to New York. The plan is to combine that station's five-sevenths time on the 1100 kc. duplicated clear channel with the two-sevenths time held by WBIL, making possible the fulltime outlet. WBIL was purchased by Mr. Bulova in June 1937 for $275,000 from the Paulist Fathers.

Because WOV, limited time foreign-language station, operates on 1130 kc., only 30 kilocycles removed from the WBIL-WPG wavelength, it cannot operate in the New York area, and as a consequence the action orders turning in of that station's license. Mr. Bulova paid $300,000 for WOV in 1937 to the late John Iraci.

Under FCC procedure, participants in the hearing on the transfer have 20 days in which to seek rehearing by the FCC. If rehearing is denied they can note an appeal to the U. S. Court of Appeals for the District of Columbia.

The Greater New York Broadcasting Corp., Bulova corporation, which applied for the new station that would result from the merger of WPG, WBIL and WOV, has been capitalized at $900,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000 and $300,000 respectively, and $50,000 in cash.

In addition to his ownership of WOV and WBIL, Mr. Bulova owns one-half of WNEW, New York, and control of WPEN, Philadelphia. Other stations in which he has control or substantial interest, which would be aligned in the projected network, include WNBC, New Britain; WCOP, Boston; WORL, Boston; WELI, New Haven. Mr. Lafount would become the operating head of the new network. Miss Hyla Kiczales is general manager of WOV and WBIL.

THOUSANDS at the State Fair of Texas in Dallas, Oct. 7-22, visited the WFAA-*Dallas News* facsimile exhibit and saw the station's demonstration of radio printing of newspapers, the first such demonstrations in the Southwest. An RCA scanner and four recorders were on view in the exhibit, their operation explained in simple diagrams on the wall panels. Daily facsimile broadcasts on regular schedule were started Oct. 30 by WFAA and the *News*. Broadcasts begin at 2 p. m. daily, including Sunday, and run until 4:30 p. m., using UP news, AP Wirephotos and *News* photos, together with a comic strip and John Knott's daily cartoon from the *News*. Gene Wallis, former business editor of the paper, is editor of the facsimile edition on a full-time basis.

CBS Applies for F-M New York Outlet To Make Comparative Service Tests

JUMPING the fast-moving frequency modulation bandwagon, CBS on Oct. 26 filed with the FCC an application for a new variable power frequency modulation experimental station in New York employing the Armstrong process. Yankee Network has applied for a similar station [see page 64] and NBC and Bell Laboratories have also applied for F-M facilities in New York.

Proposing novel comparative tests, in which Princeton University would figure, CBS plans to install the station, if granted, in the Chrysler Tower, where it is carrying on its television experimentation. The 43 mc. ultra-high frequency band is sought.

By operating the proposed frequency modulation unit with variable power alongside the standard broadcast transmitter of WABC, CBS will be enabled to actually check frequency modulation versus the conventional amplitude modulation, it was pointed out. Moreover, the application seeks authority to step down the frequency modulation power to 7,500 watts, or the same output used for its sound track in its television transmission from the Chrysler Bldg. It then would also be in a position to check, at catch-powers, frequency modulation versus amplitude modulation in the ultra-highs.

Part of the project contemplates use of selected classes at Columbia University, at which Maj. Edwin H. Armstrong is professor of electrical engineering, and at Princeton, to test the ability of the ear to distinguish between the quality of frequency versus amplitude modulation reception. Sets will be placed in these classes by CBS, it is understood. These tests will follow in a general way those inaugurated by CBS several years ago at Harvard University on the ear versus the eye.

The application brought out that direction comparison of the service range of the proposed frequency modulated station will be made with present standard broadcast performance by conducting both engineering surveys and systematic listener reaction tests for identical program transmissions. By selecting 43 mc., which is adjacent to the present assignment of Maj. Armstrong's station at Alpine, N. J. (W2XMN), using 40 mc., CBS will be enabled to afford an excellent opportunity to test adjacent signal interference theory as applied to high power F-M stations in the same area.

To Study Listeners

The listener reception to determine the desirable range of audio fidelity up to a probable maximum of 16,000 cycles in the reproduction of program material and the margin of normal listener satisfaction will be conducted under the direction of Dr. Frank N. Stanton, CBS research director.

Controlled measurements will be made of listener responses under the direction of research authorities in the field of auditory measurements at both Princeton and Columbia by graduate physiologists. The subjects for this experimentation, it was stated, will represent a cross-section of the average radio listening audience. In these tests, the representative listener will be instructed to indicate which of the three signals (WABC's 50 kw. transmitter, W2XAB's amplitude modulated ultra-high frequency audio transmitter, and the proposed frequency modulated transmitter) is most "satisfying".

Diversified Tests

To make the tests all-inclusive, various types of receivers, various receiver locations and a representative of the total radio audience from the standpoint of socio-economic background and age level will be employed. Each subject will be pre-tested to determine his upper limit of hearing and its relation to normal conditions for his age. Socio-economic status will be checked closely to control the influence on esthetic judgments.

CBS said that in general the results of this experimentation should answer questions such as "what proportion of the audience can discriminate between the quality of reproduction under the present system and the quality which may be achieved by frequency modulation. It will also determine whether there is any appreciable difference as far as the listener is concerned between the two systms of modulation on ultra-high frequencies. It will not only tell what proportion of the audience can distinguish between the various signals, but it will also show how much change is necessary before the audience is aware of the difference. An effort will be made to ascertain from the listeners how important the ages of increased frequency responses will be to them in terms of personal expenditures for new equipment and to receive the superior signals."

The engineering program will be conducted under the direct supervision of A. B. Chamberlain, CBS chief engineer, and William B. Lodge, W. H. Moffat, Guy C. Hutcheson and John Dyer.

Radio Attractions Lists New Sponsors of Discs

RADIO ATTRACTIONS, New York, has announced further sponsors for its two productions, *The Shadow of Fu Manchu* and *Adventures of Pinocchio*, as follows: D. & C. Chemical Co., Memphis (Di-Min-Glo Wax) started *Fu Manchu* Oct. 9 on WMC, that city, and on Nov. 6 the quarter-hour thrice-weekly series will be sponsored on WROK, Rockford, by the Keck Furniture Co., that city. The production is heard sustaining on WTMJ, Milwaukee, and KWK, St. Louis, both stations having been recently added.

Loose-Wiles Biscuit Co., Long Island City, which is sponsoring *Pinocchio* thrice weekly on WWJ, Detroit, for Krispy Krackers, on Oct. 30 started the quarter-hour series on WBCM, Bay City, and will add WOOD, Grand Rapids, in the near future. Newell-Emmett Co., New York, is the agency. Heironomus Department Store, Roanoke, is sponsoring the series on WDBJ.

New Year's Day Football

TENTATIVE plans for coverage of the football classics on New Year's Day, Jan. 1, have been announced by the networks, with MBS planning to broadcast the Rose Bowl Game from Pasadena, Cal., and NBC probably covering the same game. CBS in past years has covered the Sugar Bowl game from New Orleans, and will probably do the same this year.

AFRA Group Considers Problems of Disc Code

COORDINATING committee on transcriptions of the American Federation of Radio Artists met on Oct. 25 to start work on formulating a code of wages and working conditions for all talent employed in the production of transcriptions, both commercial and sustaining. Committee's intention was to stay in practically continuous session until its task is completed, so that the code should be ready for presentation to the makers of transcriptions in the immediate future.

Union is continuing its discussion with NBC for a standard contract covering all staff artists and announcers employed at the network's owned and managed stations, with satisfactory progress, it is reported. The New York local of AFRA will this month launch its own publication, a monthly bulletin titled *Standby*, which will be edited by George Heller, officer in both national and local AFRA organizations.

New WJPR on Air

WJPR, new local station on 1310 kc. in Greenville, Miss., authorized last July by the FCC, is now on the air with Paul Thompson as manager and commercial manager, Burt Ferguson as program director and Charles Mathis Jr. as chief engineer. Staff members include Frank Baldwin and Henry Davis, salesmen; Barney Oakes and Russell Waters, announcers; Bennie Vazzier, engineer. A Gates transmitter and 200-foot Wincharger tower have been installed. Owner of the station is John R. Pepper, wholesale grocer.

KFSD Engineers Strike

TECHNICIANS of KFSD, San Diego, walked out Oct. 21 because of failure of negotiations with the station management on wage scale. The station was off the air for less than a half hour. The four technicians were members of International Brotherhood of Electrical Workers, it was reported, and the strike developed after negotiations which had been in progress with Tom Sharp, station owner, had collapsed. The strike was still in progress Oct. 25, it was reported.

WGN, Chicago, announces that 15,458 persons have visited its Studio A since it was reopened Oct. 1.

WRNX

5000 WATTS

DAYS

Coming events cast their shadows..

No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.

Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK

The Station that Speaks Your Language

NO BLACK CATS
But Everything Else on WCMI
—Friday 13th Program—

TEMPTING the fates, WCMI, Ashland, Ky., sold a special one-time interview program Friday, Oct. 13, which was based on a whole flock of 13's. In the first place, the 13-minute broadcast, for which the sponsor paid $13, started at 13 minutes past noon. In addition 13 pennies were given to each of the 13 persons interviewed.

In conjunction with the program, research disclosed that the expression "Friday the 13th" contains 13 letters, as does the word "superstitious", the names of the two WCMI interviewers, Geo. C. Blackwell and Russell Hirsch, and the name of the sponsoring firm, Leon's Footwear. Questions asked interviewees were based on superstitions—old ones recounted, new ones discovered. Each interviewee was asked to walk under a ladder and break a mirror before receiving the 13 pennies.

Disc Plan Dropped

DECISION of NBC that transcriptions of its network commercial programs may be made only at the point of origin has resulted in a cancellation of arrangements made by Blackett-Sample-Hummert, New York, with KXOK, St. Louis, for the rebroadcasting each evening of eight quarter-hour daytime network serials, six of which are broadcast on NBC, under the sponsorship of American Home Products and Sterling Products [BROADCASTING, Oct. 1]. Agency had planned to record the programs off the network line in St. Louis, for use the same evening on KXOK. It would be possible to have the programs recorded in New York and shipped to St. Louis, but not in time for a repeat of one day's network programs on the same evening, and the plan is being dropped, "for the time being, at least," according to the agency.

LOS ANGELES Chapter, American Federation of Radio Artists, has started publication of a monthly eight-page bulletin for members. Publication is mast-headed *Hollywood AFRA*. Lee Lauria is editor.

KDKA Dedicates

(*Continued from page 17*)

tubes, according to Westinghouse. Air ducts and nns circulate cool air about the tubes and recirculate the heated air through the building.

Still another claimed "first" is the Westinghouse-developed automatic relay shift developed at the company's Baltimore radio division. The device obviates manual changing of tubes in the rectifier unit. A spare tube is brought into service automatically when one of the six regular tubes becomes inoperative. At the press of a button the inoperative tube is selected and cut out of the circuit, the reserve tube going into action without loss of station time or danger to transmitter employes.

Transfer of the broadcast transmitter from Saxonburg to Allison Park brings the radiator much closer to Pittsburgh's metropolitan area, according to Walter C. Evans, manager of the Westinghouse radio division.

HIGH FIDELITY
ON
EVERY PROGRAM
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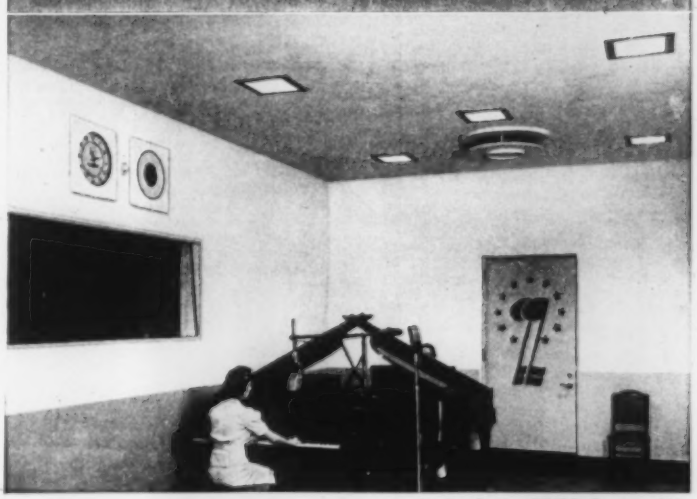

Studio, Station WHBC, Canton, Ohio

ONCE again Sound-Control by Johns-Manville proves its effectiveness in helping assure true and faithful reproduction of all types of programs.

At WHBC, as in hundreds of stations from coast to coast, J-M Engineers have applied exactly the right acoustical background. J-M Materials and Methods prevent reverberation and distortion . . . keep outside noises off the air. Result: broadcast quality is effectively safeguarded.

Whether you are modernizing your existing studios or planning a complete new station, the Johns-Manville Acoustical-Engineering Service can help you. For complete information and full details on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE PRODUCTS

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SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Fly Radio Speech

(*Continued from page 13*)

grams, controversial public issues, educational broadcasting, news, religious broadcasts and commercial programs. It is well to bear in mind the scope of the undertaking in order that the discussion of one particular phase may not tend to obscure the other phases. Public controversy, however, has not centered around the rules as a whole, but primarily around the provisions relating to controversial issues.

It must be obvious that even self-regulation, voluntarily imposed, may at times *actually regulate*. We are reminded of the boy, who, understanding the problem, meets with a group and decides upon the rules of the game which shall be applicable to all concerned. Thereafter, when one of the particular rules has its impact upon his own conduct, and the boy breaks up the game, picks up his playthings and goes home, he is hardly displaying the highest type of sportsmanship.

Code Example of Democracy

The adoption of the Code and its self-imposition by the broadcasters is an example of democracy at work. Democracy can hardly mean either in a game or in a form of Government that those who have adopted the regulations will abide by them only so long as they serve their own particular interest. Any set of regulations, even when self-imposed, is apt at some point along the line to apply to every particular person who has adopted the regulation. No one particularly enjoys the regulation the moment it restricts his own activity; but still, he should be capable of viewing the over-all benefits which may be derived from a comprehensive and effective set of rules applicable to all alike.

But control of radio in the public interest is a vast problem.

A ready illustration of the character of the problems and the necessity of supplementing existing regulation was demonstrated by conditions at the outbreak of the current war. The crisis precipitated serious problems of completeness, fairness and accuracy of war news, and of the delineation and proper identification of war propaganda. Broadly, the integrity of the service was at stake. The problem of neutrality itself was involved. In that instance, representatives of the broadcasting industry drafted, and, to their credit, most of the broadcasters adopted, a code of practices concerning war news and comment, effectively meeting these problems.

It should be noted that neither this nor the general code already adopted was the work of the Communications Commission. They are none the less important as examples of self-regulation consistent with the public interest.

To return to the provision of the Code voluntarily adopted last July which has provoked considerable discussion, the one having to do with the handling of controversial issues. This rule recognizes that a well-balanced program of a radiobroadcasting station should include, as part of the station's public service, time for the presentation over the air of public questions, including questions of a controversial nature. However, it is provided that time for the presentation of controversial issues over the air shall not be sold except for political broadcasts. The Code does not prohibit selling time for the discussion of controversial public issues in the public forum type of program when such program is regularly presented as a series of two-sided discussions of public issues.

It seems to me that here again, the problem is one of giving the rule a fair opportunity to work. The job of the broadcaster is to see that the public has opportunity to hear free debate upon all controversial problems.

The really grave issue is whether or not the right to speak and to present one-sided arguments on public questions shall be limited to those who can buy the time. In other words, shall single individuals or groups of individuals through sheer economic power be permitted to buy the limited amount of time and space in these limited channels of expression in order to advocate in a one-sided manner the views which they themselves desire to promote. Shall this mode of expression be sold to the highest bidder? If carried to the logical extreme, how then can the millions of the public constituting the radio audience be assured of receiving the complete and balanced discussions of public issues which they are entitled to receive? The least freedom exists in those countries today where only limited groups of powerful individuals can utilize the radio waves with absolute freedom.

Rules Can Be Changed

I have no particular brief for any detailed form of rule. It may well be that in the light of experience, the rule need be changed in some particulars, with a view to assuring the public that it does have full opportunity to hear full, free and two-sided discussions of all the great issues. Radio as a social force can only move along the line of giving to the public the fullest and freest expression of information, comment and opinion on all the great problems. Under the true system of democracy it can never be made available exclusively to the limited and powerful group who will present only their own side of any issue.

And I venture to repeat that all of us who are concerned with this problem should move into the field conscious of the need for self-limitation. No one of us is qualified to claim the power finally to adjudge the issues and to lay down an arbitrary and unchanging rule of conduct. It is a field where tolerance is essential. It is a field that should be subject to continual review in the light of experience. And it is a field where proper rules of conduct, voluntarily and deliberately self-imposed, should be given a fair opportunity to demonstrate whether or not, in actual practice, they will promote the public interest.

President Roosevelt Lauds Radio

From broadcast Oct. 26 in New York Herald-Tribune Forum

I am glad to say a word in this forum because I heartily approve the forum idea. After all, two eighteenth century forums in Philadelphia gave us the Declaration of Independence and the Constitution of the United States.

It is the magic of radio that has so greatly increased the usefulness of the forum. Radio listeners have learned to discriminate over the air between the honest advocate who relies on truth and logic and the more dramatic speaker who is clever in appealing to the passions and prejudices of his listeners.

We have had an example of objective reporting during recent weeks in the presentation of international subjects, both in the press and the radio. Right here I should like to throw bouquets to the majority of the press and the radio. Through a period of grave anxiety both have tried to discriminate between fact and propaganda and unfounded rumor and to give their readers and listeners an unbiased and factual chronicle of developments. This has worked so well in international reporting that one may be pardoned for wishing for more of it in the field of domestic news. If it is a good rule in one, why is it not a good rule in the other?

Hearing Refused In Montana Case

DECLINING to set for hearing renewal applications of stations owned by NBC and CBS because officers of these networks allegedly resisted extradition, the FCC announced Oct. 27 that it had asked Edward T. Dussault, County Attorney of Missoula, Mont., who had made the request, to furnish it with additional facts.

Mr. Dussault advised the FCC that officers of NBC and CBS, and of ASCAP, had been cited in criminal charges in Missoula based on purported violation of the Montana anti-monopoly law, aimed at ASCAP. The complaints were based on alleged crimes of "attempted extortion, attempt to obtain money by false pretenses, and conspiracy to extort," the Dussault letter stated.

Mr. Dussault asked the FCC not to renew licenses of stations owned by NBC and CBS "without full hearing as to reasons why they do not clear themselves of felony and misdemeanor charges in Montana.

FCC pointed out that it cannot set for hearing the renewal application of a licensee corporation because an officer of the corporation is resisting extradition unless the basis of the criminal charge is such as to indicate that the licensee corporation is not operating its station in the public interest.

State ASCAP Hearing

ANOTHER round in the battle of ASCAP against the so-called "anti-ASCAP" law of the State of Washington started Oct. 26 in Tacoma, where a special master is taking testimony to determine whether the amount of money involved exceeds the statutory $3,000 minimum necessary for Federal jurisdiction. Herman Finkelstein, of the law firm of Schwartz & Frohlich, ASCAP attorneys, is in Tacoma directing the presentation of evidence for ASCAP.

NOTICE of appeal was filed in the New York Supreme Court Oct. 25 by William Brady, theatrical producer, following dismissal of the $250,000 suit brought by him against MBS, Blackett-Sample-Hummert, and Chas. H. Phillips Co., in which Brady claimed that the defendants broadcast a program as a sequel to the stage play "Way Down East", to which he owns all rights.

CONGRESSMEN MEET AT FCC HEARINGS

THE FCC hearing room took on the aspect of a Congressional debate Oct. 26 when three members of Congress tangled in oral arguments involving pending applications of their respective constituents.

The free-for-all developed after Rep. Kent Keller (D-Ill.) appeared as co-counsel in behalf of the application of Orville W. Lyerla, postmaster of Herron, Ill., for a new local station there on 1310 kc. The FCC had granted the application last July but vacated it on motion of KFVS, Cape Girardeau, Mo., and WEBQ, Harrisburg, Ill., time-sharing stations on 1210 kc., which had mutually conflicting applications.

After Reed T. Rollo, Washington counsel for Mr. Lyerla, had made his general reargument and had introduced Rep. Keller, George O. Sutton, counsel for the other two stations, presented Congressmen to speak on their behalf. Rep. Clyde B. Parsons (D-Ill.) then extolled the virtues of WEBQ, while Rep. Orville Zimmerman (D-Mo.) followed suit for KFVS. Indignant because he said his brother Congressmen had not kept "within the record", Rep. Keller then sounded a five-minute eulogy in behalf of Herron and its need for facilities. Acting Chairman Walker tried several times to shut off this mode of discussion without avail. Absent were Chairman Fly and Payne.

Raymond Scudder

RAYMOND SCUDDER, 38, NBC New York script writer, was killed Oct. 27 in a subway accident. He had been with NBC 10 years and had written many big sustaining shows, the latest *On Your Job*. Before joining NBC he had written many travel talks based on his world travels. He was born in the Orient, the son of missionary parents. Surviving is his wife.

CBC Stops Cameron

RADIO talks of W. J. Cameron on CBS Sunday evening Ford Hour will no longer be broadcast in Canada, under the Canadian Broadcasting Corp., ruling against buying time to broadcast personal opinions, it was announced at Ottawa. The program is carried in Canada on CFRB, Toronto, and CKAC, Montreal.

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Marked Increase in Listening To Radio Is Pleasing to ANA

Convention Concerned, However, at Union Growth; Miller Explains NAB Research Activities

THE Association of National Advertisers, with a membership of advertising managers who place several hundred millions of business yearly, had little fault to find and considerable praise to bestow on broadcasting at its annual convention, held Oct. 25-27 at the Homestead, Hot Springs, Va.

Especially pleasing to radio-minded ANA members is the marked increase in radio listening during the last few months. Growing interest in war and national news has left its imprint all along the line, with the result that most programs are receiving more listener attention, it was stated.

Of growing concern to the ANA is the trend toward unionization in the industry. In closed-door discussions on the opening convention day, members complained about their perennial headache caused by the rising cost of talent, and expressed especial worry about the growth of American Federation of Radio Actors.

Rapid increase in the number of Cooperative Analysis of Broadcasting (Crossley Reports) subscribers was reported, the membership having gone up 40% in the last year without any promotion drive. CAB, it was announced, has just completed a 10-year analysis of leading programs.

Consumer Movement

While all opening day meetings were closed, guests were invited to the second day's proceedings, in which the consumer movement was analyzed by a recorded demonstration staged with the cooperation of CBS. W. T. Nardin, vice-president and general manager of Pet Milk Corp., St. Louis, declared that the consumer movement is a permanent fixture in American economy, that is more powerful than realized, and that advertisers should "clean house" and give consumers the type of information and advertising they desire.

The closing day of the convention was devoted to research, with representatives of media reviewing their research activities. Representing the broadcasting industry was Neville Miller, NAB president.

In discussing research, Mr. Miller reminded the ANA that the broadcasting industry's research problems are not confined to advertising values but must treat with the social significance of radio. He recalled that the NAB many years ago had recognized its advertising research needs and that the Joint Committee on Radio Research (ANA, NAB, AAAA) had sprung from this realization. He credited radio's pioneering research with having stimulated more concerted thought on the entire field of advertising research, and praised the Cooperative Analysis of Broadcasting reports.

The Joint Committee, he explained, had reported real progress, though it had not yet reached definite conclusions. The Committee's work has been delayed by NAB reorganization, Mr. Miller added. He voiced full accord with the original concept which brought the Joint Committee into existence. This concept involved the joint search for basic circulation data by buyers, agents and sellers of broadcast advertising under a plan acceptable to all parties.

Mr. Miller told the convention of the recent announcement of the Census Bureau that a radio set question will be included in the Census of Housing next year, contingent upon provision of necessary funds by Congress. Besides reports by counties and cities, the information is to be presented by family income classes and possibly by educational indices. This data should provide a statistical refinement in future estimates, he said.

Sees ARF Cooperation

"It is my sincere hope that the NAB can soon resume the approach to the broadcasting industry research problem," Mr. Miller said. "In this connection I feel that we can look to the Advertising Research Foundation for support since the basic objectives of the Joint Committee on Radio Research are essentially the same as those of your Foundation. The duplication of personnel on your board of directors and the Joint Committee should simplify the contact between these two worthy enterprises and there should be no problem in advancing this cooperative undertaking."

In his address Mr. Miller reviewed other basic industry problems, such as limitations of the ether, Federal control, the recently adopted code of self-regulation and music copyright. He said radio is unique among advertising media because it is required by law to command public acceptance. The code, he explained, "is only as good as the will and determination of the parties to live up to its provisions, for after all, it is not good intentions but rather good actions that count."

A. O. Buckingham, vice-president of Cluett, Peabody & Co., was elected chairman of the ANA board, succeeding A. T. Preyer, of Vick Chemical Co. Re-elected vice-chairmen were D. P. Smelzer, of Procter & Gamble Co., and Leo Nejelski, of Pepsodent Co., with H. W. Roden, of Harold H. Clapp Inc., moved from treasurer to vice-chairman succeeding M. H. Leister, of Sun Oil Co. Paul B. West remains as ANA president, and George S. McMillan continues as secretary. Elected to the board of directors were Keith Evans, of Inland Steel Co., and H. M. Warren, of National Carbon Co. The retiring chairman, Mr. Preyer, automatically becomes a board member. Gordon E. Cole, of Cannon Mills Inc., and Harold B. Thomas, of Centaur Co., a former chairman, were named board members.

Among radio figures at the ANA session were Mr. Miller, Research Director Paul F. Peter and Bureau of Radio Advertising Director Sam Henry, all representing the NAB; T. C. Streibert, MBS-WOR vice-president; Arthur Church, president of KMBC, Kansas City, and chairman of the NAB research committee; John W. Karol, research director, and Bill Gittinger, sales manager, representing CBS; Niles Trammell, executive vice-president, and Roy C. Witmer, vice-president in charge of sales, representing NBC.

At the banquet which wound up the proceedings Oct. 27, NBC provided talent for the annual Ad Ribbers show.

Brandon Joins New WSAV

N. W. BRANDON, since 1935 an account executive of the C. P. Clark Adv. Agency, Nashville and Atlanta, has been appointed advertising manager of the new WSAV, Savannah, soon to go on the air under the management of Harben Daniel, former commercial manager of WSM, Nashville. Mr. Brandon formerly was the General Motors Corp. and *Pictorial Review*. He joins WSAV Nov. 1. While in agency work he handled such accounts as Jarman shoes, Brauer Brothers of St. Louis, Humming Bird hosiery, Southern Agriculturalist, *Nashville Tennessean* and *Banner*, State of Tennessee and Fairfield Distilleries.

Mr. Brandon

Finch Shows Facsimile To Government Officials

FINCH Telecommunications Laboratories, New York, on Oct. 23 demonstrated its facsimile and wirephoto devices to a large group of observers in Washington, including representatives of the U. S. Army. The demonstration, directed by W. G. H. Finch, president of the firm, included operation of facsimile apparatus, which Mr. Finch depicted as being of great value to military operations, particularly in transmitting photographed maps of terrain under artillery fire from airplanes back to gun batteries to show results and direction of barrages. An airplane facsimile transmitter was featured.

Mr. Finch also pointed out that commercial aviation could use facsimile in receiving weather maps in airplanes in flight, police radio cars in automatically recording orders from headquarters. He forecast development of a radio news ticker three to four times speedier in its operation than the present wire apparatus.

Hoist Your Sales

with the All Mutual Broadcasting System STATIONS

OKLAHOMA NETWORK

KADA ADA
KBIX MUSKOGEE
KCRC ENID
KGFF SHAWNEE
KOME TULSA
KTOK OKLA. CITY

The Oklahoma Network gives the only complete coverage of the rich OKLAHOMA market—the only broadcasting facility that provides a clear primary signal throughout the many densely populated areas of the state.

It's *OK* for *OK*lahoma!

That's what you'll say when you begin to reap the profits from an investment in OKlahoma Network time.

National Representatives
BURN-SMITH COMPANY, INC.
Chicago • New York • Detroit • Atlanta

American-Jewish Market

AMERICAN-JEWISH Broadcasting Co. has been formed at 86 Chambers St., New York, to specialize in English language programs for advertisers interested in the American-Jewish market. According to Maurice Rappel, managing director, WHN and WINS, New York, will be the principal stations used.

APPLICATION of Moody Bible Institute Radio Station, licensee of WMBI, Chicago, for authority to erect a new non-commercial educational broadcasting station using 100 watts on 41300 kc., was denied by the FCC in a final order Oct. 26.

Still Flat

BERT HORSWELL, manager of KRIC, Beaumont, Tex., was author and producer of a novel satire presented with noteworthy success Oct. 12 by the station's staff. Occasion was Columbus Day, and Horswell picked for the title of his opus the fulsome *America May Look Round to You, But as Far as We're Concerned It's Flat.*

Lanzette to Expand

LANZETTE Laboratories, Chicago (depilatory), has started a series of twice-daily spot announcements on 12 stations. The list will be expanded considerably, according to Vanderbie & Reubens, Chicago agency handling the account.

RADIO News Research Bureau has been started as a part of Harry Martin Enterprises, Chicago, under the direction of Dr. Curtis D. MacDougall, of Northwestern U School of Journalism. The bureau offers ten weekly interpretative scripts and a 15-minute summary script called *Behind the Headlines.*

Book on Singing

THE art and business of singing popular songs professionally is entainingly discussed in *How to Sing for Money* [George Palmer Putnam, Hollywood, $3.95], written by Charles Henderson, well-known music coach, with Charles Palmer. The subject of singing as a business is treated in the book from both academic and personal angles, including separate sections on the art, the technique and the business of singing popular songs, with special attention given to radio vocalization. The appendix includes, in addition to a glossary of professional terms, instructions in singing diction.

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Dedicated to the
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A. EARL CULLUM, JR.
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RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman (married) with thorough training in local station sales. Must have successful record of "idea" sales. Must be able to earn $75.00 per week after 90 days on job. Town or 75,000 middlewest. Box A557. BROADCASTING.

Salesman—Excellent opportunity for right man with good ideas and sales experience on local station. Only station in fairly large eastern city. Apply Box A559, BROADCASTING, giving detailed information. Will pay traveling expenses for interview.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Canadian Citizen, experienced, to handle exclusive sales in Sarnia, Ontario. Liberal commission. Send references. WHLS, Port Huron, Michigan.

Small Southern station wants experienced sports announcer who can also do good job straight announcing. Send character and experience references and transcription of voice to Box A565 care BROADCASTING.

Announcer-Accompanist—Regional Network Station, north central state, in a community of 200,000 wants an experienced announcer-accompanist, about 30-35 years of age. Must be able to type and write good copy, play popular piano, and transpose on sight. A married settled man preferred, with dramatic ability, who can do a good job "on the air". Interested in an experienced man now employed, who is looking for a better opportunity. Give full details of your experience which would fit you, with character references and starting salary required. All replies will be held strictly confidential. Box A575, BROADCASTING.

Situations Wanted

Announcer-Sports Commentator-Continuity Writer. Wants new location in Mid-west. Box A577, BROADCASTING.

Program Director—staff organist-pianist, now employed, wants change of location in Mid-west. Box A576, BROADCASTING.

Experienced announcer desires position with small station. Can also handle continuity, news, programming; salary secondary. Box A573, BROADCASTING.

Merchandising—Publicity—Continuity. Just completed radio merchandising assignment. Box A564, BROADCASTING.

Saleswoman, years of experience. Outstanding record with Columbia Station. Now employed. Highest recommendations. Box A563, BROADCASTING.

Announcer-Newscaster. Experienced. Now employed 5 KW. References. Transcription. Photo. Interview possible. Box A566, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A544. BROADCASTING.

Writer—age 24. Four years station, agency experience. Punchy continuity. Create, develop shows. One year announcing. Box A570, BROADCASTING.

Situations Wanted (Cont'd)

AVAILABLE!

Promotion
Publicity
Special Features
Public Relations
Community Exploitation

Just one young fellow to coordinate all institutional promotion activity. Best performance where competition most difficult. Ten years major metropolitan experience. Impressive background and references.

BOX A568. BROADCASTING

Young woman employed as Program Director in 1000 watt network station desires a change. Six years experience writing and production. Box A560, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A578, BROADCASTING.

Experienced in all phases of sales—two years local—seven years national agency—two years national representation—familiar with all station operation. Desire commercial manager regional station or station manager of local outlet. Now employed. Available within two weeks. Furnish any references required. Box A574, BROADCASTING.

ATTENTION RADIO STATION OWNERS. If you're sick and tired of bluff by incompetent sales managers, communicate with the writer, sixteen years experience selling radio broadcasting. Box A558, BROADCASTING.

Production Man, 29, two years A-1 agency network production, three years with radio stations, now employed writing copy. Excellent educational and musical background. Box A567, BROADCASTING.

1939 Journalism Graduate, 21, eager to break into radio, seeks job with station as salesman, news writer, announcer. Ambitious, single, willing to go anywhere. Excellent references. Box A571, BROADCASTING.

Station Manager—If you are opening a new small station or have one that needs net profits, save yourself time and money. I can give you short cuts, right answers, ideas and promotion. Satisfied and successfully operating 100 watt station at present but will make the right change. Box A562, care BROADCASTING.

For Sale—Equipment

For Sale—Western Electric 1 kw broadcast transmitter Type 6-B. In good condition and now in storage, due to replacement by higher powered transmitter. Exceptionally low price for quick disposal. Box A556, BROADCASTING.

Western Electric 353 B-1, one kilowatt transmitter complete, also two Blaw-Knox 254 ft. radiators with beacons, obstruction lights, lighting chokes, and two Western Electric 5 kilowatt coupling units. Box A572, BROADCASTING.

WMCA Is Given FCC Rebuke For War Broadcasts

Alleged Use of Code Draws Stern Commission Warning

(*Continued from page 14*)

of the station had been in fact as described in the advertisement, "the national public interest had been impaired at a critical moment in international affairs."

"An immediate order of revocation which carries its own safeguards for the licensees, might have been justified," the Commission stated.

Bringing out that the Commission did not issue such an order but followed the more moderate course of issuing a "show cause" order permitting WMCA to set forth in writing all the facts and circumstances regarding the alleged incident, the opinion added that William Weisman, vice-president and general counsel of WMCA, had submitted "a document in legalistic form" which utterly failed to comply with the show cause order. It was added the evidence at the hearing showed that Mr. Weisman filed this "purported 'response'" without discussing the matter with the executive who handled the activities in question and that the statements of fact set forth in the advertisement "were merely given an oblique reference".

By this conduct, the opinion stated, "the station neither recognized nor discharged any duty to the Commission in the conduct of the inquiry." As a result of the hearing, the opinion said the facts established were at variance from those set forth in the advertisement as well as from the conclusions in WMCA's written response. But it added, significantly, that "in the light of all the evidence there is, however, no reasonable basis for conflicting views as to the controlling facts."

What Opinion Stated

After reviewing the manner in which the two news broadcasts were handled, the Commission said:

That the broadcasting of the substance of the messages described runs counter to the provisions of Sec. 605 of the Communications Act admits of little doubt. The evidence in this case shows conclusively that the messages in question were important orders of the governments of Germany and Great Britain, respectively; that they were to govern important ship movements in anticipation of, and perhaps during war; that they were addressed communications, albeit to multiple addressees; that they were intercepted without the authority of the senders; and that WMCA knowing that the messages had been obtained by means of interception, broadcast the substance thereof from its station. This conduct of the station must be viewed in the light of the great international stress then prevailing and of the special duty of American broadcasters, who are licensed for the purpose of serving the public interest, to conduct their operations with a corresponding degree of care.

While, as has already been pointed out, the specific statutory prohibition now before us applies generally, a violation of it by a holder of a radio broadcast license must command our special attention. Especially is this true since there threads throughout the statute both generally and specifically the notion that broadcasters perforce of law undertake to serve the public interest. The legal concept of public interest is not different in time of crisis although its factual content may vary from time to time as the public necessarily and properly shifts the emphasis of its concern from one predominant fact to another.

Apart from the broadcasts of the station and the inadequate response to the Commission's order to show cause, the irresponsible actions of the licensee in connection with the full-page advertisement quoted above warrant comment. Regardless of the legality of such advertising as a trade practice it raises a question as to the character and responsibility of the management in the light of its obligation to operate the station in the public interest. More than honesty is at stake. The advertisement creates the possibility that competing broadcast stations will be drawn toward the same line of illegal broadcast activity boasted by this station. The President of the licensee corporation, Donald Flamm, admitted that the statements the station quoted from the George Ross column were false and that although he examined the "layout" of the advertisement, neither he nor anyone else in his organization made any investigation or gave consideration to the question as to truth of the representations. When asked what disciplinary action had been taken in this connection, Flamm replied merely that he had given directions that all future advertisements were to be submitted to the attorney for the station.

Responsibility to Public

By their conduct throughout this chain of events—the broadcast, the advertisement to the industry, the evasive written response to the Commission's order, the uncandid character of their oral testimony—Flamm and his co-executives managed to create a question as to their possessing any substantial sense of responsibility to the public or the ability to recognize even roughly the public interest properly involved in the operation of a broadcast station. Just as it may be a powerful instrumentality for public good, so a broadcast station has potentialities of causing great public harm, and it is accordingly imperative that the limited broadcast channels belonging to the public should be entrusted to those who have a sense of public responsibility.

On behalf of the licensee it is recognized that the broadcasts in question occurred during a period of unusual activity in the gathering and dissemination of news of special interest to the public. Speed in transmitting through the air news flashes bearing on the European crisis was assumed to be of the essence of this and other stations' service. The same international stress which made the conduct grave created the urge to scoop the other stations. As was recognized broadly new and important problems in connection with radio broadcasting arose from the war crisis. Under these circumstances the Commission will assume that these particular broadcasts were provoked by the occasion and are not necessarily indicative of more widespread infractions in the course of this station's broadcast activities.

After consideration of the record and all the attendant circumstances in this matter, the Commission is of the opinion that an order of revocation need not be entered at this time. On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station. It is so ordered.

WSAL Revocation Proceedings Begun; WBAX, WQDM Hearings Are Ordered

REVOCATION proceedings against WSAL, Salisbury, Md., alleging fraud and failure to make "full disclosure" in the original application for the station license, were announced Oct. 25 by the FCC. Simultaneously the Commission ordered hearings on renewals of licenses for WBAX, Wilkes-Barre, Pa., and WQDM, St. Albans, Vt., which were linked with the WSAL proceedings through purported mutuality of ownership.

In the WSAL case, the Commission stated that on Jan. 13, 1938, Frank M. Stearns, of Washington and Maryland, was licensed to operate the station. It was in connection with this application that the FCC alleged he had "made false and fraudulent statements and failed to make full disclosure to the Commission concerning the financing of station construction, equipment used and the ownership, management and control, facts which would have warranted refusal to grant construction permit and station license had they been known to the Commission."

In all three instances, the name of Glenn D. Gillett, Washington consulting engineer, was mentioned by virtue of association with the stations. The Commission said that in the WSAL case there is evidence that Mr. Gillett, as mortgagee, "has been in actual control of the station".

Hearing Sought

The Commission stated further that Mr. Gillett "is also in apparent control of stations WBAX and WQDM in violation of Section 310 (b) of the Act". This section has to do with assignment of licenses, requiring written FCC approval.

In citing WSAL for revocation, the FCC stated the order would become effective Nov. 13 unless the station applied for a hearing, in which event the order would stand suspended until decision of the Commission following the hearing.

Mr. Gillett asserted Oct. 25 that a hearing request would be made forthwith. In the WBAX and WQDM cases, hearings already have been ordered and temporary licenses issued the stations pendign the outcome of the hearings.

Mr. Gillett was engineering consultant for each of the three stations and is reported to have invested in them to assure their proper operation and eventually collect his fees. In the case of WSAL, he did not have a management status but was simply the holder of a chattel mortgage, it was stated on his behalf. An application was filed with the FCC Oct. 25 by Mr. Stearns for voluntary assignment of the WSAL license to the Eastern Shore Broadcasting Co., in which Mr. Gillett would hold an 80% interest, with an option to acquire the balance of Mr. Stearns' stock.

Mr. Gillett said he had made investments in WQDM and WBAX, to assure proper operation, after having handled engineering assignments for them. He declared that he had kept the FCC advised of the contracts entered into with the stations and that he did not in any manner seek to conceal the facts from the FCC. The license for WBAX, which operates on 1210 kc. with 100 watts unlimited time, is in the name of John H. Stenger Jr. Litigation over the station ownership developed in the State courts several months ago. The WQDM license is held by E. J. Regan and F. Arthur Bostwick. It operates on 1390 kc. with 1 kw. day.

In the WSAL case, it is understood P. W. Seward, FCC attorney, and members of the FCC accounting staff inspected the books of the station in Salisbury last summer. The station operates on 1200 kc. with 250 watts power daytime. In this instance, also, the FCC stated it appeared that the "rights granted under the terms of the license have, without the Commission's written consent, been transferred, assigned or otherwise disposed of by the licensee in violation of the Communications Act of 1934, as amended."

3 Station Grants Authorized By FCC

Two Saginaw, Mich., Outlets; Local for Spartanburg, S. C.

TWO NEW stations in Saginaw, Mich., and another in Spartanburg, S. C., all recommended in proposed findings issued last July, were authorized by the FCC in final orders issued Oct. 26, to become effective Nov. 1.

The unusual grant whereby two new stations were authorized in the same community, each to operate on different facilities on a part-time basis, involved the application of Saginaw Broadcasting Co. for 100 watts night and 250 day on 1200 kc., and that of Harold F. Gross and Edmund C. Shields for 500 watts daytime on 950 kc.

Saginaw Broadcasting Co.'s station will share its frequency with WMPC, church-owned station in Lapeer, Mich. Principal stockholders are Milton L. Greenebaum, merchant, 35%, president of the company; Morris Nover, iron and steel merchant, 25%, vice-president; Adolph Greenebaum, merchant, 25%, secretary-treasurer. The remaining 15% stock is divided among H. D. Peet, G. M. Peet, Burnett Abott, J. W. Symons Jr. and Walter Harris. H. D. Peet, owner of the Peet Packing Co., owns two-thirds control of WBCM, Bay City.

Mr. Gross, operator of WJIM, Lansing, and Mr. Shields, prominent attorney and businessman and Democratic National Committeeman for Michigan, the successful applicants for the second station in Saginaw, will hold 45% stock each, the remainder to be held by Charles Carlisle, of Saginaw.

The Spartanburg grant went to Spartanburg Advertising Co., in which the stockholders are Donald Russell, county attorney, 50%; A. B. Taylor, banker, 33⅓%, C. O. Hearon, former local publisher, 16⅔%. Their new station was assigned 100 watts night and 250 watts day on 1370 kc.

In another final order, effective Nov. 1, the Commission granted KRSC, Seattle, authority to increase its power from 250 to 1,000 watts on 1120 kc.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 14 TO OCTOBER 27, INCLUSIVE

Decisions . . .

OCTOBER 17

KANS, Wichita—Granted CP increase to 250 w unl.

KWBG, Hutchinson, Kan.—Granted CP move trans., new antenna, increase to 250 w.

KHBC, Hilo, Hawaii—Granted mod. license to 1200 kc.

KSUN, Lowell, Ariz.—Granted mod. license N to 250 w.

WCLE, WHK, Cleveland; WHKC, Columbus—Granted assignment licenses to United Bcstg. Co.

NEW, Poughkeepsie Bcstg. Co., Poughkeepsie, N. Y.—Granted CP 1420 kc 250 w unl.

SET FOR HEARING—WHDH, Boston, mod. license and CP 830 kc 5 kw unl.; NEW, Bcstg. Corp. of America, Riverside, Cal., CP 1390 kc 1 kw unl (contingent change of KOY freq.); NEW, Burlington Bcstg. Co., Burlington, N. C., CP 1420 kc 100 w D.

MISCELLANEOUS—NEW, Cascade Bcstg. Co., Everett, Wash., granted leave file amended applic.; NEW, G. E. Palmer, Hot Springs, Ark., denied rehearing and intervention re applic. Hot Springs Bcstg. Co., for new station, granted 7-26-39; WMAZ, Macon, Ga., granted extension temp. auth. night hours to 11-15-39; WDGY, Minneapolis, same to 11-13-39; WSPR, Springfield, Mass., same to 11-13-39.

OCTOBER 18

MISCELLANEOUS—NEW, Lawrence J. Heller, Washington, adopted proposed findings of 9-13-39 denying without prejudice applic. CP 1310 kc 100-250 w unl., with booster; KOY, Phoenix, Ariz., oral argument scheduled 11-2-39; WORL, Boston, denied temp. auth. spec. hours to 11-15-39.

OCTOBER 19

KOH, Reno—Denied CP change to 630 kc 1 kw unl. directional N; application. KERN, Bakersfield, Cal., change to 1380 kc 1 kw unl. contingent KOH, grant, also denied.

OCTOBER 20

MISCELLANEOUS—WSBT, South Bend, granted continuance hearing change freq., time; KXOK, St. Louis, granted amendment applic. to 630 kc 5 kw N & D; NEW, Broadcasting Corp. of America, Riverside, Cal., granted auth. take depositions; WABI, Bangor, Me., granted without prejudice to filing of petitions to intervene by WFIL and WIS, motion strike appearances WFIL and WIS re applic. WABI change freq., power, and denied motion to vacate order and dismiss WLBZ as intervenor.

OCTOBER 21

NEW, Bureau of Education, A. Corenson, manager, Montebello, Cal.—Denied CP new station.

OCTOBER 23

W9XAA, Chicago, and KLS, Saltair, Utah—Adopted proposed findings denying renewal W9XAA license and consent voluntary assignment license to KLS; dismissed KLS applic. CP change station equipment and location, increase power to 10 kw.

WBOW, Terre Haute—Denied temp. auth. 250 w N 1310 kc pending change of frequency to 1200 kc.

OCTOBER 24

WAZL, Hazleton, Pa.—Granted CP increase to 250 w.

W2XAG, Yonkers, N. Y.—Granted mod. license development station to 5 kw 117190 kc.

WMFR, High Point, N. C.—Granted mod. CP increase to 250 w unl.

WILM, Wilmington, Del.—Granted CP increase to 250 w unl.

NEW, McNary & Chambers, Bethesda, Md.—Granted CP high-freq. station F-M.

WTMV, E. St. Louis, Ill.—Granted auth. transfer control from Lester E. Cox to William H. West Jr.

KFBK, Sacramento, Cal.—Granted extension exp. auth. facsimile.

WFMJ, Youngstown, O.—Granted mod. license to 100 w unl.

WGRM, Grenada, Miss.; KATE, Albert Lea, Minn.; KXL, Portland, Ore.; WGAU, Athens, Ga.—Granted mod. license N to 250 w.

KLCN, Blytheville, Ark.—Set aside action setting applic. renewal for hearing and granted same, also license move trans, new radiator, equip.

KOVO, Provo, Utah—Granted license 1210 kc. 100-250 w unl.

TEMPORARY RENEWALS—WHK, Cleveland; WCKY, Cincinnati; WCSC, Charleston, S. C.; WHEC, Rochester, N. Y.; WSMB, New Orleans; KFAC, Los Angeles; KRIS, Corpus Christi, Tex.; WBNS, Columbus, O. (auxiliary); WGAR, Cleveland (auxiliary); KGCX, Wolf Point, Mont.; KFQD, Anchorage, Alaska; WNEL, San Juan, P. R.; WBHP, Huntsville, Ala.; KGBU, Ketchikan, Alaska; WDJM, Miami; WCAB, Philadelphia.

SET FOR HEARING—NEW, Wm. F. Huffman, Wisconsin Rapids, Wis., CP 1310 kc 100-250 w unl.; NEW, Joe W. Engel, Chattanooga, CP 1370 kc 250 w unl.; NEW, Lookout Mountain Co. of Georgia, Lookout Mountain, Ga., CP 1370 kc 100-250 w unl.; NEW, Valley Bcstg. Co., West Point, Ga., CP 1310 kc 250 w unl.; KIEV, Glendale, Cal., renewal applic., to determine if continued operation "will serve public interest, convenience and necessity", temporary license granted.

MISCELLANEOUS—NEW, King-Trendle Bcstg. Co., Pontiac, Mich., denied immediate consideration of CP applic. without further hearing; WCAM, Camden, N. J., and WCAP, Asbury Park, N. J., denied review and reconsideration of action 9-8-39, denying opposition to WTNJ, to accept amendment for mod. license, and motion to strike filed by WCAM and WCAP, consolidated 5667 and 5657 and amendments; KFOR, Lincoln Neb., granted CP change equip.; WRIW, Scituate, Mass., granted license move trans.; WBIG, Greensboro, N. C., granted license move trans., new equip., radiator, increase D to 5 kw.; KNOW, Austin, Tex.; granted mod. CP change equip., etc.; WSPB, Sarasota, Fla., granted mod. CP studio, trans., etc.; KUIN, Grants Pass, Ore., granted mod. CP studio, trans. etc.; WOPI, Bristol, Tenn., granted license new equip., move trans. locally, increase to 250 w unl.; WCAR, Pontiac, Mich., granted mod. CP trans., studio sites, vertical radiator; WDAS, Philadelphia, granted mod. license increase aux. trans. N to 250 w; KFRO, Longview, Tex., granted mod. CP move trans., new equip.; KMJ, Fresno, Cal., granted mod. CP trans., radiator; WHA, Madison, Wis., granted mod. license to State of Wisconsin, University of Wisconsin.

OCTOBER 25

WMCA, New York—"Commission is of the opinion that an order of revocation (of license for alleged interception and broadcast of secret radio communications) need not be entered at this time. On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station."

NEW, F. W. Meyer, Denver — Denial 5-16-39 of applic. 1310 kc 100-250 w reconsidered and set for oral argument 11-9-39.

KOB, Albuquerque, N. M.—Granted extension temp. auth. unl. time 10 kw to 11-28-39.

KEX, Portland, Ore.—Granted unl. time 5 kw to 11-28-39.

WSAL, Salisbury, Md.—Order issued for revocation of license.

WBAX, Wilkes-Barre, Pa.; WQDM, St. Albans, Vt.—Hearings ordered on renewal of licenses.

WALR, Zanesville—Grant of power increase corrected to include "contingent upon change of frequency of WCOL to 1200 kc."

WCOP, Cincinnati—Granted stay of order 10-10-39 granting applic. WCOL to change to 1200 kc 250 w unl., ans suspended same pending filing of rehearing petition.

OCTOBER 26

NEW, Saginaw Bcstg. Co., Saginaw, Mich.—Granted CP 1200 kc 100-250 w spec.; and NEW, Gross & Shields, Saginaw, granted CP 950 kc 500 w D.

NEW, Moody Bible Institute Radio Station, Chicago—Denied CP non-commercial high-freq. station 100 w unl.

Greater N. Y. Bcstg. Corp., New York—Granted license 1100 kc 5 kw unl., WPG to cease operating in Atlantic City, as will WOV, New York.

NEW, Spartanburg Adv. Co., Spartanburg, S. C.—Granted CP 1370 kc 100-250 w unl.

KRSC, Seattle — Granted CP change trans., increase to 1 kw on 1120 kc unl.

CBS, New York—Granted auth. transmit Ford Sunday Evening Hour from Detroit and Dearborn, through KTSA, to group of stations in Mexico, to 1-7-40.

WKAQ, San Juan, P. R.—Granted extension temp. auth. rebroadcast sustaining programs.

OCTOBER 27

NEW, Springfield Radio Service, Springfield, O.—Denied without prejudice petition to intervene Radio Voice of Springfield.

WHA, Madison, Wis.—Granted withdrawal applic. CP change freq., increase power, asking WMAQ facilities.

Applications . . .

OCTOBER 17

KFAR, Fairbanks, Alaska—License new station.

WMBR, Jacksonville, Fla.—Mod. license to 250 w N & D.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl., amended to 250 w unl.

KFXJ, Grand Junction, Col.—Mod. license to 250 w N & D.

WORC, Worcester, Mass.—CP increase to 1 kw.

WCNC, Elizabeth City, N. C.—License new station.

WPTF, Raleigh—Mod. license to unl., directional N.

WSKB, McComb, Miss.—Mod. license to unl.

KELD, El Dorado, Ark.—CP increase to 250 w N & D.

KFJZ, Forth Worth—CP new trans.

WHPT, High Point, N. C.—Mod. CP new trans.

WHBY, Green Bay, Wis., and KROC, Rochester, Minn.—Mod. licenses to 250 w N & D.

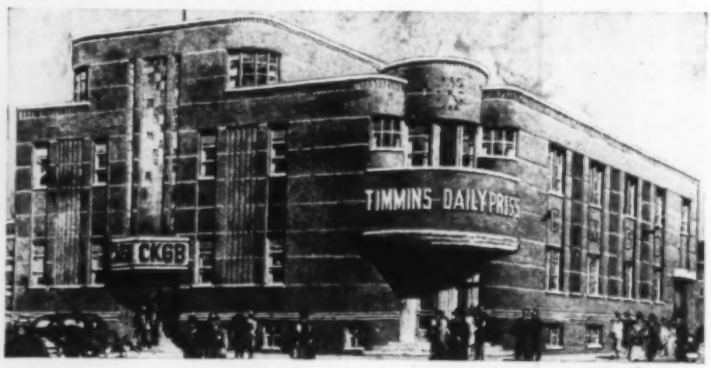
KXL, Portland, Ore.—CP amended to 740 kc ltd., change antenna.

KRBM, Bozeman, Mont.—License new station.

KLO, Ogden, Utah—Mod. license to 5 kw N & D.

OCTOBER 18

NEW, Yankee Network, Alpine, N. J.—CP F-M 50 kw.



NEW HOME of CKGB and the *Timmons* (Ont.) *Daily Press* is last word in modernity. The Roy Thomson radio-newspaper interests in Northern Ontario, recently reorganized [BROADCASTING, Oct. 15], also include CFCH, North Bay; CJKL, Kirkland Lake; the weekly French language paper *La Voix Populaire*, and the weekly *Larder Lake Sun*. The Timmins plant replaces the one which was destroyed by fire several months ago.

NEW, Yankee Network, Mt. Washington, N. H.—CP F-M 5 kw.

WNBH, New Bedford, Mass.—CP new trans., antenna, increase to 250 w N & D, move trans.

NEW, Midwestern Bcstg. Co., Traverse City, Mich.—CP 1370 kc 250 w unl.

WPID, Petersburg, Va.—Mod. CP to 250 w N & D.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc I kw unl., amended to 500 w 1 kw LS.

NEW, T. Frank Smith, Houston—CP 1210 kc 250 w unl.

WGBR, Goldsboro, N. C.—CP change trans., increase to 250 w.

WMAM, Marinette, Wis.—License new station.

OCTOBER 19

WHLD, Niagara, N. Y.—Mod. CP re trans., antenna.

WCOU, Lewiston, Me.; WAPO, Chattanooga; WCOS, Columbia, S. C.; KMAC, San Antonio; KDRO, Sedalia, Mo.; KVRS, Rock Springs, Wyo.; KGLU, Safford, Ariz. —Mod. licenses to 250 w N & D.

WSMB, New Orleans—Mod. CP directional antenna, increase to 5 kw N & D.

WTAW, College Station, Tex.—Mod. license re Sunday hours.

WHBF, Rock Island, Ill.—CP new trans., increase 1 to 5 kw., directional N.

WROL, Knoxville—Auth. transfer control to S. E. Adcock.

WGTM, Wilson, N. C.—CP increase to 250 w.

OCTOBER 24

CBS, New York—Auth. transmit Ford Sunday Evening Hour through KTSA to stations in Mexico.

WXYZ, Detroit—CP directional N, increase to 5 kw N & D.

WTEL, Philadelphia—CP increase to 250 w.

KGKO, Fort Worth—CP directional N, increase to 5 kw N & D.

WMGA, Moultrie, Ga.—Mod. CP increase to 250 w N & D.

NEW, Cascade Bcstg. Co., Everett, Wash. —CP 1420 kc. 100-250 w unl., amended to 1430 kc. 500 w.

NEW, Worcester Bcstg. Corp., San Diego—CP 1430 kc 1-5 kw unl., amended to 1420 kc 250 w, omit request for KECA facilities.

OCTOBER 25

WSAL, Salisbury, Md.—Vol. assign. license to Eastern Shore Bcstg. Co.

NEW, Anthracite Bcstg. Co., Scranton —CP 1370 kc 250 w unl.

WSVA, Harrisonburg, Va. — CP new trans., antenna, increase to 1 kw.

KARK, Little Rock—CP new trans., increase to 5 kw.

KLRA, Little Rock—CP directional N, increase to 5 kw N & D.

KFYR, Bismarck, N. D.—CP directional N, increase to 5 kw N & D.

WNAX, Yankton, S. D.—CP directional N, increase to 5 kw N & D.

KXOK, St. Louis—CP change to 630 kc 1-5 kw, contingent WGBF & KFRU, amended to change antenna, 5 kw N & D.

KHUB, Watsonville, Cal.—Mod. license to 250 w N & D.

KFEL, Denver—CP increase 1 to 5 kw.

KMED, Medford, Ore.—License increase power.

OCTOBER 26

KGMB, Honolulu; KHBC, Hilo—Mod. licenses to Hawaiian Bcstg. System.

WMEX, Boston—Mod. license to 250 w N & D.

NEW, Grand Rapids Bcstg. Corp., Grand Rapids, Mich.—CP 1200 kc 250 w unl.

WWSW, Pittsburgh—License new equip.

WHMA, Anniston, Ala.—CP increase to 250 w N & D.

WJPR, Greenville, Miss.—License new station.

KVGB, Great Bend, Kan.—CP increase to 250 w.

KTSW, Emporia, Kan.—License for increase to 250 w.

WGIL, Galesburg, Ill.—Mod. license to 250 w N & D.

NEW, John R. Scripps, Ventura, Cal.—CP 1430 kc 1 kw unl.

KGFL, Roswell, N. M.—Mod. license re hours, amended to unl.

KFXD, Nampa, Id.—Mod. license to 250 w N & D.

KSAN, San Francisco—License increase to 250 w.

KRIS, Corpus Christi, Tex.—CP new trans., antenna, increase to 5 kw, amended to 1 kw, omit antenna change.

WDLP, Panama City, Fla.—Mod. CP re antenna, trans. site.

KWEW, Hobbs, N. M.—CP change to 1310 kc. 250 w unl., contingent KFYO.

Network Accounts

All time EST unless otherwise indicated.

New Business

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 4 starts *What's My Name?* on 33 NBC-Red stations, Sat., 7-7:30 p. m. (reb., 10:30-11 p. m.). Agency: Blackett-Sample-Hummert, Chicago.

AIR CONDITIONING TRAINING Corp., Youngstown, on Oct. 29 started *Smiling Ed McConnell* on 26 NBC-Blue stations, Sun., 10:45-11 a. m. Agency: Classified Adv. Agency, Youngstown.

IMPERIAL OIL Ltd., Toronto, has started weekly hockey broadcasts on Canadian Broadcasting Corp. national network and additional stations. Agency: MacLaren Adv. Co., Toronto.

DETROLA Corp., Detroit (radios), on Oct. 30 started sponsorship of thrice-weekly commentaries by Fulton Lewis jr. on MBS stations, from 10:30-10:45 p. m., on WOR, WHK, WKRC, CKLW, KHJ, KFRC; 11:15-11:30 p. m. (CST) on WGN, Chicago, and 7-7:15 p. m. on KQV, KWK, WDGY, WAAB, WOL and WRR; during latter period, Lewis is heard sustaining or under local sponsorship on other MBS stations. Agency: Bass-Luckoff, Detroit.

CALIFORNIA FRUIT Growers Exchange (Sunkist oranges and lemons), on Nov. 6 starts for 52 weeks *Hedda Hopper's Hollywood* on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Agency: McCann-Erickson, N. Y.

Renewal Accounts

SIGNAL OIL Co., Los Angeles, on Nov. 12 renews for 52 weeks *Signal Carnival* on 12 NBC-Pacific Red stations, Sun. 7:30-8 p. m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

CANADA DRY GINGER ALE, New York, on Nov. 14 renews *Information Please* on 58 NBC-Blue stations, Tues., 8:30-9 p. m. Agency: J. M. Mathes, N. Y.

PET MILK SALES Corp., St. Louis, on Oct. 31 renewed *Mary Lee Taylor* on 62 CBS stations, Tues. and Thurs., 11-11:15 a. m. (reb., 1:45-2 p. m.). Agency: Gardner Adv. Co., St. Louis.

Network Changes

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 19 shifted *Bob Becker's Dog Chats* on 30 NBC-Red stations, Sun., from 3:45-4 p. m. to 5:15-5:30 p. m., and on Dec. 31 adds 21 NBC-Red stations to the program making a total of 51. Agency: Henri, Hurst & MacDonald, Chicago.

Big General Foods Lineup

GENERAL FOODS Corp., New York, on Nov. 13 or Nov. 20 will start a quarter-hour program on the largest daytime group of NBC-Blue stations now used. Product to be promoted and type of program are as yet undecided, with time set at 11:15 to 11:30 a.m. on 55 to 65 stations.

MODERN INDUSTRIAL BANK, New York, on Oct. 28 started twice weekly sponsorship of the daily news commentaries by Johannes Steel on WMCA, New York, Saturdays, 7:45-8 p.m., and Sundays, 8:45-9 p.m. Agency is Metropolitan Adv. Co., New York.

News and Comment Programs Increase In Frequency Since Outbreak of War

THE INTENSE interest in news and news analyses which developed during the August crisis and reached its peak with the outbreak of war early in September resulted in a rush of inquiries from advertisers regarding radio news periods, enabling many stations throughout the country to hang out the SRO sign for all programs of this type. The coast-to-coast networks have likewise profited from this rise in news consciousness, nine of the 17 such sponsored programs on NBC, CBS and MBS having started since the first of September.

However, these national networks, whose schedules already contained almost as many periods of news and news comment as is compatible with good programming, have not permitted too great an increase in the number of such programs scheduled. A. A. Schechter, NBC director of news and special events, told BROADCASTING that NBC several weeks ago began to curtail the number of its regular news programs and since mid-October its news schedule is approximately the same as before the August crisis.

Flexible Policy

"With so little action on the war front," he said, "our present coverage of news is adequate and it will not be increased until the situation warrants it."

Paul Kesten, CBS vice-president, on Oct. 17 notified all CBS advertisers and their agencies that: "CBS is currently broadcasting a carefully planned and regularly spaced schedule of news programs covering the war with due regard to audience interest and program balance. All news broadcasts, including news sources, news preparation, and news announcers and their method of delivery, are subject to CBS supervision and are part of the network's public responsibility. Advertisers are requested to make no plans for new or additional news broadcasts without prior consultation with us."

Present schedule of news and news analysis programs on CBS includes: *Paul Sullivan Reviews the News*, sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes), Sunday through Friday, 11-11:15 p . m. (EST); *Bob Garred Reporting*, sponsored on CBS Pacific Coast network by Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), Monday through Friday, 5:45-5:55 p. m. (PST), by Mennen Co. (shaving cream), Monday, Wednesday, Friday, 7:30-7:45 a. m. (PST), and by Bathasweet Corp., Tuesday and Thursday, 7:30-7:45 a. m. (PST); Bob Trout, sponsored by Pet Milk Sales Corp., Tuesday and Thursday, 11-11:05 p. m. (EST), and by Noxzema Chemical Co., Tuesday, Thursday and Saturday, 3:30-3:35 p. m. (EST), all these programs having been started since the advent of the war.

Continuing on CBS are: *Kaltenborn Edits the News*, sponsored by Pure Oil Co., Monday, Wednesday, Friday, 6:30-6:45 p. m. (EST); *The Human Side of the News* with Edwin C. Hill, sponsored by American Oil Co. (gasoline), Monday through Friday, 6:05-6:15 p. m. (EST).

NBC News Programs

The five news and news comment programs now being broadcast on NBC under commercial sponsorship were all contracted for prior to the crisis. They include *Jergens Journal* with Walter Winchell, sponsored by Andrew Jergens Co. (hand lotion), on the Blue network, Sunday, 9-9:15 p. m. (EST); Lowell Thomas, sponsored by Sun Oil Co. (gasoline), Monday through Friday, 6:45-7 p. m. (EST) on split Blue network; *Four Star News* with H. R. Baukhage, sponsored by Palmer Bros. Co. (mattresses), on the Blue network, Sunday, 5:15-5:30 p. m. (EST); Rush Hughes, sponsored by Langendorf United Bakeries, on Pacific Red, Monday through Friday, 3:30-3:45 p. m. (PST), and *Richfield Reporter* with various commentators, sponsored by Richfield Oil Corp. on Pacific Red network, Sunday through Friday, 10-10:15 p. m. (PST).

Three of Mutual's four sponsored programs of news comment have been launched since the outbreak of the European war, as follows: Raymond Gram Swing, sponsored by General Cigar Co. (White Owl cigars), Monday and Friday, 10-10:15 p. m. (EST); Fulton Lewis Jr., sponsored by Detrola Corp (radios), Monday, Wednesday and Friday, 7-7:15 p. m. (EST); *Listen America* with Drew Pearson and Robert Allen, cooperatively sponsored by Regal Shoe Co., Pontiac Motor Car Co., Booth Fisheries Corp., and Jefferson Federal Savings Loan Assn., Sunday, 6-6:30 p. m. (EST). Fulton Lewis and *Listen America* are available for local sponsorship on other MBS stations. Elliott Roosevelt's *America Looks Ahead*, which started on MBS last spring, is sponsored by Emerson Radio & Phonograph Corp., Tuesday, Thursday and Saturday, 7:15-7:30 p. m. (EST).

Boake Carter's thrice-weekly transcribed views on the news are broadcast by more than a score of stations throughout the country under sponsorship by various local advertisers. A similar series, to start about the first of the year, has been announced by Jay Franklin, Washington columnist.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

"Humph! I'd swear that engineer fellow said this new Western Electric 356A was a honey!"

AFM Stalemate Persists at WPEN

No Progress Is Made Toward Solution of Difficulty

ALTHOUGH several meetings have been held between executives of WPEN, Philadelphia, and officials of the American Federation of Musicians local in that city, no progress has been made towards a solution of the differences between the two groups on the amount of money the station should spend for the employment of union musicians, according to Harold A. Lafount, general manager of the Bulova radio interests, who stated that unless some change in the situation develops in the near future it may again become necessary for the station to give notice to the members of its staff orchestra, who are working on a week-to-week basis during the discussion period.

Concessions Refused

Such action early in October resulted in WPEN's being forced off the air for a day-and-a-half when the musicians picketed the station and the announcers, engineers and other employes who are members of American Communications Assn., a CIO union, refused to pass through the picket line [BROADCASTING, Oct. 15]. With the rehiring of the musicians, these other employes also returned to their posts and the station resumed normal operations.

Dismissal of the musicians was made necessary, Mr. Lafount averred, because the load of the $42,000 per year contract was more than the station could stand, resulting in a loss for the year 1938 and with probably the same result for 1939. Contract, entered into several years ago by John Iraci, at that time owner of the station, calls for an annual expenditure of more than three times the sum the station is required to expend for musicians under the terms of the standard national agreement drawn up in 1938 betwen the AFM and all non-network broadcasters, which would be approximately $12,000 a year for WPEN.

The Philadelphia local, however, refused to make any reduction in its previous contract, basing the refusal on a clause in the national agreement that no station could reduce its annual expenditure for musicians and stating that it had no jurisdiction in the matter, since the terms of the general agreement had been formulated by the AFM international executive board.

AFM President Weber likewise disclaimed jurisdiction, and the station has continued to live up to the contract, although employing the men on a week-to-week basis for the past year. The union has also refused to submit the question for arbitration, Mr. Lafount said.

LESTER L. BIEDERMAN, chief engineer of WTEL, Philadelphia, is president of Midwestern Broadcasting Co., applying to the FCC for a new 250-watt station on 1370 kc. in Traverse City, Mich. He is listed as 30% stockholder, with William H. Kiker holding 16¼%, Drew McClay 15%, Fred G. Zierle, 16¼% and Edward G. Biederman of Detroit 22½%. Mr. Kiker and Mr. McClay are listed as operators at WTEL.

CONGRATULATIONS were in order when the weekly half-hour program, *I Want a Divorce*, started on Oct. 15 on 32 NBC-Red stations under co-operative sponsorship of Food & Beverage Broadcasters Assn., Sunday, 3-3:30 p.m. (EST), with Sussman, Wormser & Co. (S & W food products), sponsoring the West Coast repeat, 1-1:30 p.m. (PST). This group, closely associated with the series, include (top row, l to r), Joe Parker, NBC Hollywood director; Van Fleming, writer who is adapting stories for radio, and Bill Lawrence, agency producer. Shaking hands are Emil Brisacher, head of Emil Brisacher & Staff, San Francisco agency servicing the account, and Sydney Dixon, NBC western division sales manager.

Late Personal Notes

W. G. SKELLY, president of Skelly Oil Co., and owner of KVOO, Tulsa, was saluted in a special program on WTAQ, Green Bay, Wis., when he and other Skelly officials visited that city to attend a sales banquet commemorating the 20th anniversary of the company.

BOB CHAPMAN, sales manager of WKY, Oklahoma City, is recovering from an appendectomy followed by pneumonia complications.

WILLIAM REID has joined the CBS Hollywood sales department as commercial traffic manager. He was formerly with the Los Angeles Department of Water & Power.

JAMES PARKS, formerly of the William Morris Agency, Chicago, has been named radio director of Rockwell General Amusement Corp., that city.

WILLIAM BOND, formerly announcer of WAVE, Louisville, and a brother of Announcer Ford Bond, has joined the announcing staff of WHN, New York.

LAWSON DEMING, for the last year staff announcer of WPIC, Sharon, Pa., has resigned, effective Nov. 1, to accept a similar position with WGAR, Cleveland.

EVERETT MITCHELL, chief announcer of NBC-Chicago who handles the *National Farm & Home Hour*, was honored Oct. 23 at the Kansas City convention of the Future Farmers of America. He was presented a gold key for his work on *Farm & Home Hour*.

DALE ARMSTRONG, KECA, Los Angeles, commentator and conductor of the weekly *You Explain It* program, acted in five different motion pictures now in production, during the week of Oct. 23. In addition he sold an original manuscript to a major film studio under title of "She Walks Alone".

HUGH WALTON, production manager of WCAU, Philadelphia, is the father of a boy born recently.

WARREN SWEENEY, announcer of WJSV, CBS Washington key, has been transferred to the CBS New York announcing staff.

HERMAN E. FAST, for the last five years with the sales staff of WKRC, Cincinnati, was named sales manager Oct. 27, succeeding William J. Williamson, who has joined the sales staff of Ralph H. Jones Agency, Cincinnati. Mr. Fast formerly was with the sales promotion department of Berkey & Gay Furniture Co., Chicago, and with General Outdoor Advertising.

BLAINE CORNWELL, production manager of KXOK, St. Louis, has been appointed program director, succeeding Allen Franklin, who has joined the Carl Wester Agency, Chicago producers. Mr. Cornwell started with WRC, Washington, in 1929 and has served with WFBR, Baltimore, and KVOO, Tulsa.

HARRY GROVE, formerly of KCKN, Kansas City, Kan.; Frank Dent, of KWFT, Wichita Falls, Tex.; Charles Davis, of KCMO, Kansas City, and Duke Robinette have joined the announcing staff of KITE, Kansas City. Bill Squires, KITE announcer, was married recently.

WALTER P. DOWNS, formerly with NBC as a studio engineer and recently announcer of a CBC program, as well as radio director of MacLaren Adv. Agency, Montreal, has formed an agency at 2313 St. Catherine St., W. Montreal, specializing in radio.

WILLIAM SALATHE, formerly of KOMA, Oklahoma City, has joined the sales staff of KTSA, San Antonio. Bob King, formerly of KDKA, Pittsburgh, has joined the KTSA continuity staff.

ALBERT C. MUELLER, with the *Chicago Herald & Examiner* for the last 17 years, has been named director of the new merchandising and research department of Russell M. Seeds Co., Chicago.

P. E. DENTON has been named head of the merchandising department of KLRA, Little Rock.

FRANK JARMAN, manager of WDNC, Durham, N. C., is the father of a girl born Oct. 24.

EARL PUDNEY, program director of WAGA, Atlanta, and Mrs. Pudney are the parents of a nine-pound son, born Oct. 20.

IRKED BY UNION
Petrillo Protests Tactics Of Elevator Group

UNION methods, such as he is said to have employed in forcing Chicago radio stations to employ "platter-turners" for their transcribed programs, have backfired on James C. Petrillo, president of the Chicago Federation of Musicians. When the Chicago Park Board, of which he is a member, faced a demand of Mathew Taylor, head of the Chicago Elevator Operators & Starters Union, to employ 10 elevator operators to watch the escalators and two automatic elevators in the Board's new administration building, Mr. Petrillo switched characters and met the idea with derision.

Mr. Taylor appeared at a board meeting Oct. 24 to point out that the building's automatic equipment was depriving elevator operators of bona fide jobs and demanded that 10 operators, who would draw salaries aggregating $24,000 per year, be put on duty. Irked at Mr. Taylor's failure to respond to Board President Robert J. Dunham's explanation of budget troubles with anything more gracious than terming him "anti-labor", Mr. Petrillo rose in indignation and verbally blasted the union leader from the chamber.

"What do you mean coming here and trying to shout this board into submission? It's an insult to us," declared Mr. Petrillo. "You're not speaking for labor. I've been active in labor for years and I know labor wouldn't have anybody like you speaking for it."

Mr. Petrillo not so long ago was in the forefront of the AFM drive to force broadcasters to employ studio musicians, whether they performed or not, which ended in the existing contract, now slated for renewal.

B & W Starts Discs

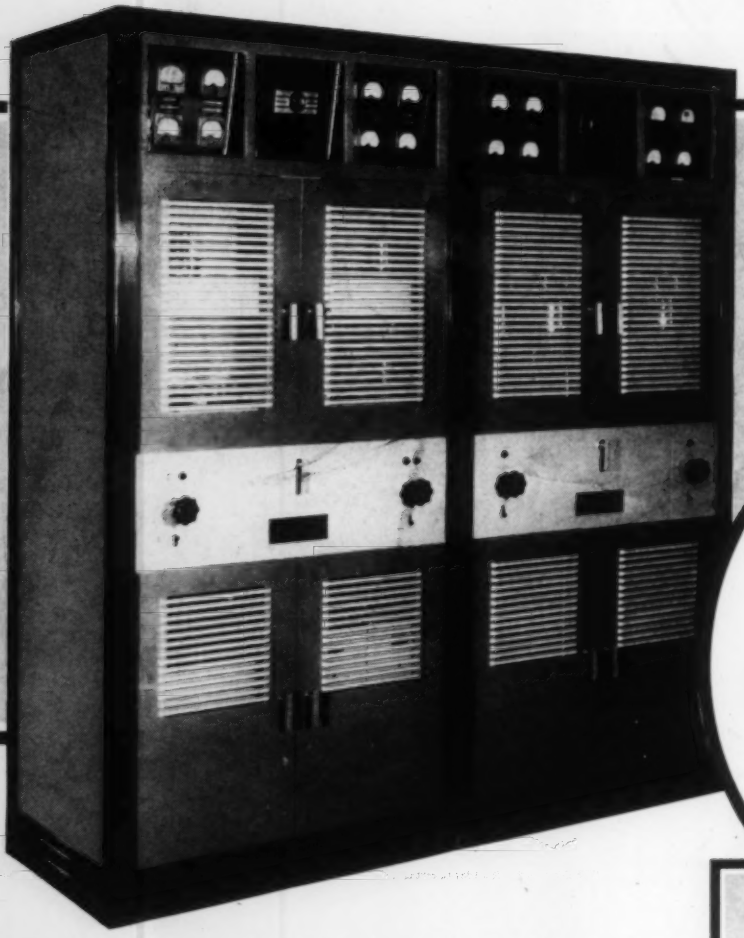
BROWN & WILLIAMSON Tobacco Co., Louisville, has started *Twilight Trail*, twice weekly 15-minute transcriptions, on 13 stations for its Avalon cigarettes. For the same product the firm is using five weekly one-minute announcements on WMBD WFBM WCBS KFEQ XEBG. The firm is also using *Twilight Trail* on six stations for Big Ben tobacco. For its Bugler tobacco, the company is using *Plantation Party*, half-hour weekly disc show on 11 stations. For Wings cigarettes, a daily 15-minute program titled *Sports Review* and featuring Dan Bowers has started on KGB, San Diego, Cal. The firm is also using John B. Hughes in *News & Views*, thrice weekly quarter-hour live series, on 29 stations of the Don Lee Network for Avalon cigarettes. Russell M. Seeds Co., Chicago, handles the account.

PROMOTIONS of W. R. Link to local sales director and of Wayne Johnson to production manager, were announced Oct. 25 by Warren P. Williamson Jr., president of WKBN, Youngstown, O. Mr. Link has been on the station's sales staff for a year, having started in radio as a commentator. Mr. Johnson joined WKBN three years ago as an announcer and afterward served as director of its music department.

JOHN BLAIR & Co. on Oct. 27 announced its appointment as national representative of KFYR, Bismarck, N. D.

XUM

The CASE OF THE
S.R.O.
SIGN
More advertisers are buying
more time on WLW currently
than at any time in the history
of THE NATION'S MOST
"MERCHANDISE-ABLE" STATION



RCA 1-E Transmitter. Consists of 2 units which match in appearance and dimensions and are integrally designed for use together. One is the RCA Type 250-D Exciter Unit—the other an RCA 1 kw. amplifier-modulator unit of new design.

RCA DeLuxe Transmitter for Regional Stations... HIGHLY EFFICIENT 1,000 WATT EQUIPMENT

The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

SPECIFICATIONS

Rated operating power—1,000 watts

Radio frequency range—550-1,600 kcs.

Radio frequency stability—±10 cycles

Modulation capability—100%

Audio frequency response (±1.5 db.) 30-10,000 cycles

Audio distortion (50 to 7,500 cycles) 3% RMS. max.

Background noise and hum level—minus 60 db.

Power supply—230 volts, 50/60 cycles, single phase

Power consumption (no modulation) 4.8 kw.

Dimensions (over all) 76-1/4 inches by 25-1/4 inches by 84-1/8 inches

Weight (approx.) 3,000 lbs.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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